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Theory behind Heavy Quarkonium Production

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Over 30 years of the J/ψ discovery the mechanisms behind quarkonium production are still not fully understood. The effective field theory framework of Nonrelativistic QCD (NRQCD) provides a rigorous factorization theorem for quarkonium production, which has become a standard description, also due to its phenomenological successes. In this talk we will review the state of the art in the field of quarkonium production as a whole, but in particular focus on open problems within the NRQCD approach, which have recently been laid open by LHC measurements of quarkonium polarization and of η_c production rates.

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