



**THE EFFECT OF MAGNETIC FIELD ON MHD
VISCOELASTIC FLUID FLOW AND HEAT
TRANSFER OVER A STRETCHING SHEET**

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Abstract

This paper discusses the effect of magnetic field on MHD flow of viscoelastic fluid with heat transfer over a stretching sheet. An analytical solution of non-linear equation governing the self-similar flow is obtained. The effects of magnetic field and viscoelastic parameter on velocity and temperature distribution are presented graphically.

Keywords and phrases: stretching sheet, magnetic field, Prandtl number, viscoelastic parameter, similarity solution, heat transfer.

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