U	stretching velocity, m. s^{-1}
U_0	reference velocity, m. s^{-1}
u,v	velocity components in x, y, directions, m. s^{-1}
V	velocity at the wall, m.s^{-1}

Greek symbols

ν	kinematic viscosity, m^2. s^{-1}
σ	electrical conductivity of the fluid, S. m^{-1}
ρ	fluid density, kg. m^{-3}
α	inclination angle
τ_w	surface shear rate, Pa
β	Casson fluid parameter
h_f	convective heat transfer coefficient of the fluid
k	thermal conductivity of the fluid, W. m^{-1}. k^{-1}
σ^*	Stefan-Boltzman constant, W. m^{-2}. K^{-4}
c_p	specific at constant pressure, $J.K^{-1}.kg^{-1}$
p	fluid pressure, Pa
μ_B	plastic dynamic viscosity of the fluid, Pa. s
g	acceleration due to gravity, m. s^{-2}
f'	velocity profiles, m. s^{-1}
θ	temperature profile
φ	concentration profile
k^*	mean absorption coefficient, m^{-1}
ζ	similarity variable
Γ	chemical reaction rate
λ	buoyancy parameter
δ	solutal buoyancy parameter
γ	chemical reaction parameter
β_T	coefficient of thermal expansion
β_C	coefficient of solutal expansion

Subscript

s

w	conditions at the wall
∞	ambient condition