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LIST OF ABBREVIATIONS AND SYMBOLS

s	=	singlet
d	=	doublet
t	=	triplet
m	=	multiplet
dd	=	doublet of doublet
dt	=	doublet of triplet
br s	=	broad singlet
g	=	gram
nm	=	nanometer
mp.	=	melting point
cm^{-1}	=	reciprocal centimeter (wave number)
δ	=	chemical shift relative to TMS
J	=	coupling constant
λ_{max}	=	maximum absorption wavelength
ν	=	absorption frequency
ε	=	molar extinction coefficient
°C	=	degree celcius
MHz	=	Megahertz
Hz	=	hertz
ppm	=	part per million
NLO	=	Nonlinear optics
SHG	=	Second Harmonic Generation
EO	=	Electro Optic
ICT	=	intramolecular charge-transfer
Å	=	angstrom
hr	=	hour

LIST OF ABBREVIATIONS AND SYMBOLS (Continued)

*p*NA	=	*p*-nitroaniline
KDP	=	potassium dihydrogenphosphate
POM	=	3-methyl 4-nitropyridine 1-oxide
DAST	=	1-methyl-4-(2-(4-(dimethylamino)phenyl)ethenyl) pyridinium *p*-toluenesulfonate
MBST	=	4-methoxybenzaldehyde-*N*-methyl-4-stilbazolium tosylate
HBST	=	4-hydroxybenzaldehyde-*N*-methyl-4-stilbazolium tosylate
HOST	=	(*N*-(4-hydroxyphenyl)ethenyl)pyridinium *p*-toluenesulfonate
DANS	=	4-(*N*,*N*-dimethylamino)-4′-nitrostilbene
DMAEPI	=	4-(dimethylamino)-1-ethylpyridinium iodide
EFISHG	=	Electric Field Induced Second Harmonic Generation
XRD	=	X-ray diffraction
Fig.	=	Figure
IR	=	Infrared
UV	=	Ultraviolet-Visible
NMR	=	Nuclear magnetic resonance
2D NMR	=	Two Dimensional Nuclear magnetic resonance
DEPT	=	Distortionless Enhancement by Polarization Transfer
HMBC	=	Heteronuclear Multiple Bond Correlation
TMS	=	tetramethylsilane
$CDCl_3$	=	deuterochloroform
DMSO-d_6	=	hexadeutero-dimethyl sulphoxide