- I assume that V' is in direction along the wire and the wive and B field make an analyte Fe = - ev B sing = Force plectron

The mugnetic field exerts a force on the electrons in the wire. while the electrons are free to move inside of conductor, and the nulei are fixed. The electrons are pushing by magnetic force and they drag the Mude: of the wive with them via the electric force. This will be in the same direction to lad the wire being pushed by the electrons.