

GENERALIZED QUASI-CONVEX FUNCTIONS

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ABSTRACT. The Carlson Shaffer operator is defined as $L(a, c)f = \phi(a, c) * f$, where f is analytic in the open unit disc and $\phi(a, c, z)$ denotes incomplete beta function. We use this operator to introduce a new class $C_{\beta}^*(a, c)$, which generalizes the class C^* of quasi-convex univalent functions. Inclusion relations, covering result, rate of growth of coefficient, and some other interesting properties of this class are derived.

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