

ON CERTAIN SUBCLASSES OF p -VALENTLY ANALYTIC
FUNCTIONS OF ORDER α

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Abstract. The object of the present paper is to derive various properties and characteristics of certain subclasses of p -valently analytic functions of order α in the open unit disc by using the techniques involving the Briot-Bouquet differential subordination.

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Key words. Analytic functions, differential subordination, hypergeometric functions, starlike functions, convex functions.

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