## Journal of Inequalities in Pure and Applied Mathematics

## ON SOME SUBCLASSES OF UNIVALENT FUNCTIONS

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volume 6, issue 3, article 70, 2005.

Received 17 February, 2005; accepted 01 June, 2005.

Communicated by: N.E. Cho

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## Abstract

In 1999, S. Kanas and F. Ronning introduced the classes of functions starlike
and convex, which are normalized with $f(w)=f^{\prime}(w)-1=0$ and $w$ is a fixed
point in $\mathbb{U}$. The aim of this paper is to continue the investigation of the univalent
functions normalized with $f(w)=f^{\prime}(w)-1=0$, where $w$ is a fixed point in $\mathbb{U}$.

2000 Mathematics Subject Classification: 30C45.
Key words: Close-to-convex functions, $\alpha$-convex functions, Briot-Bouquet differential subordination.

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## 1. Introduction

Let $\mathcal{H}(\mathbb{U})$ be the set of functions which are regular in the unit disc $\mathbb{U}=\{z \in$ $\mathbb{C}:|z|<1\}$,

$$
\begin{aligned}
& A=\left\{f \in \mathcal{H}(\mathbb{U}): f(0)=f^{\prime}(0)-1=0\right\} \quad \text { and } \\
& S=\{f \in A: f \text { is univalent in } \mathbb{U}\} .
\end{aligned}
$$

We recall here the definitions of the well-known classes of starlike, convex, close-to-convex and $\alpha$-convex functions:

$$
\begin{gathered}
S^{*}=\left\{f \in A: \operatorname{Re}\left(\frac{z f^{\prime}(z)}{f(z)}\right)>0, z \in \mathbb{U}\right\} \\
S^{c}=\left\{f \in A: \operatorname{Re}\left(1+\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}\right)>0, z \in \mathbb{U}\right\} \\
C C=\left\{f \in A: \exists g \in S^{*}, \operatorname{Re}\left(\frac{z f^{\prime}(z)}{g(z)}\right)>0, z \in \mathbb{U}\right\} \\
M_{\alpha}=\left\{f \in A: \frac{f(z) f^{\prime}(z)}{z} \neq 0, \operatorname{Re} J(\alpha, f: z)>0, z \in \mathbb{U}\right\},
\end{gathered}
$$

where

$$
J(\alpha, f ; z)=(1-\alpha) \frac{z f^{\prime}(z)}{f(z)}+\alpha\left(1+\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}\right)
$$

Let $w$ be a fixed point in $\mathbb{U}$ and $A(w)=\left\{f \in \mathcal{H}(\mathbb{U}): f(w)=f^{\prime}(w)-1=\right.$ $0\}$.

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In [3], S. Kanas and F. Ronning introduced the following classes:

$$
\begin{gathered}
S(w)=\{f \in A(w): f \text { is univalent in } \mathbb{U}\} \\
S T(w)=S^{*}(w)=\left\{f \in S(w): \operatorname{Re}\left(\frac{(z-w) f^{\prime}(z)}{f(z)}\right)>0, z \in \mathbb{U}\right\} \\
C V(w)=S^{c}(w)=\left\{f \in S(w): 1+\operatorname{Re}\left(\frac{(z-w) f^{\prime \prime}(z)}{f^{\prime}(z)}\right)>0, z \in \mathbb{U}\right\} .
\end{gathered}
$$

The class $S^{*}(w)$ is defined by the geometric property that the image of any circular arc centered at $w$ is starlike with respect to $f(w)$ and the corresponding class $S^{c}(w)$ is defined by the property that the image of any circular arc centered at $w$ is convex. We observe that the definitions are somewhat similar to the ones for uniformly starlike and convex functions introduced by A. W. Goodman in [1] and [2], except that in this case the point $w$ is fixed.

It is obvious that there exists a natural "Alexander relation" between the classes $S^{*}(w)$ and $S^{c}(w)$ :

$$
g \in S^{c}(w) \text { if and only if } f(z)=(z-w) g^{\prime}(z) \in S^{*}(w)
$$

Let $\mathcal{P}(w)$ denote the class of all functions

$$
p(z)=1+\sum_{n=1}^{\infty} B_{n}(z-w)^{n}
$$

that are regular in $U$ and satisfy $p(w)=1$ and $\operatorname{Re} p(z)>0$ for $z \in \mathbb{U}$.
The purpose of this note is to define the classes of close to convex and $\alpha$ convex functions normalized with $f(w)=f^{\prime}(w)-1=0$, where $w$ is a fixed point in $\mathbb{U}$, and to obtain some results concerning these classes.


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## 2. Preliminary Results

It is easy to see that a function $f \in A(w)$ has the series expansion:

$$
f(z)=(z-w)+a_{2}(z-w)^{2}+\cdots .
$$

In [7], J.K. Wald gives the sharp bounds for the coefficients $B_{n}$ of the function $p \in \mathcal{P}(w)$ as follows.

Theorem 2.1. If $p \in \mathcal{P}(w)$,

$$
p(z)=1+\sum_{n=1}^{\infty} B_{n}(z-w)^{n}
$$

then

$$
\begin{equation*}
\left|B_{n}\right| \leq \frac{2}{(1+d)(1-d)^{n}} \tag{2.1}
\end{equation*}
$$

where $d=|w|$ and $n \geq 1$.
Using the above result, S. Kanas and F. Ronning [3] obtain the following:
Theorem 2.2. Let $f \in S^{*}(w)$ and $f(z)=(z-w)+a_{2}(z-w)^{2}+\cdots$. Then

$$
\begin{array}{cl}
\left|a_{2}\right| \leq \frac{2}{1-d^{2}}, & \left|a_{3}\right|
\end{array} \leq \frac{3+d}{\left(1-d^{2}\right)^{2}}, ~\left(\left.a_{4}\left|\leq \frac{2}{3} \frac{(2+d)(3+d)}{\left(1-d^{2}\right)^{3}}, \quad\right| a_{5} \right\rvert\, \leq \frac{1}{6} \frac{(2+d)(3+d)(3 d+5)}{\left(1-d^{2}\right)^{4}}\right)
$$

where $d=|w|$.

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Remark 1. It is clear that the above theorem also provides bounds for the coefficients of functions in $S^{c}(w)$, due to the relation between $S^{c}(w)$ and $S^{*}(w)$.

The next theorem is the result of the so called "admissible functions method" introduced by P.T. Mocanu and S.S. Miller (see [4], [5], [6]).
Theorem 2.3. Let $h$ be convex in $\mathbb{U}$ and $\operatorname{Re}[\beta h(z)+\gamma]>0, z \in \mathbb{U}$. If $p \in \mathcal{H}(\mathbb{U})$ with $p(0)=h(0)$ and $p$ satisfies the Briot-Bouquet differential subordination

$$
p(z)+\frac{z p^{\prime}(z)}{\beta p(z)+\gamma} \prec h(z), \quad z \in \mathbb{U}
$$

then $p(z) \prec h(z), z \in \mathbb{U}$.


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## 3. Main Results

Let us consider the integral operator $L_{a}: A(w) \rightarrow A(w)$ defined by

$$
\begin{equation*}
f(z)=L_{a} F(z)=\frac{1+a}{(z-w)^{a}} \int_{w}^{z} F(t)(t-w)^{a-1} d t, \quad a \in \mathbb{R}, a \geq 0 \tag{3.1}
\end{equation*}
$$

We denote by

$$
D(w)=\left\{z \in \mathbb{U}: \operatorname{Re}\left(\frac{w}{z}\right)<1 \quad \text { and } \quad \operatorname{Re}\left(\frac{z(1+z)}{(z-w)(1-z)}\right)>0\right\}
$$

with $D(0)=\mathbb{U}$, and

$$
s(w)=\{f: D(w) \rightarrow \mathbb{C}\} \cap S(w)
$$

where $w$ is a fixed point in $\mathbb{U}$. Denoting $s^{*}(w)=S^{*}(w) \cap s(w)$, where $w$ is a fixed point in $\mathbb{U}$, we obtain

Theorem 3.1. Let $w$ be a fixed point in $\mathbb{U}$ and $F(z) \in s^{*}(w)$. Then $f(z)=$ $L_{a} F(z) \in S^{*}(w)$, where the integral operator $L_{a}$ is defined by (3.1).

Proof. By differentiating (3.1), we obtain

$$
\begin{equation*}
(1+a) F(z)=a f(z)+(z-w) f^{\prime}(z) \tag{3.2}
\end{equation*}
$$

From (3.2), we also have

$$
\begin{equation*}
(1+a) F^{\prime}(z)=(1+a) f^{\prime}(z)+(z-w) f^{\prime \prime}(z) \tag{3.3}
\end{equation*}
$$

Using (3.2) and (3.3), we obtain

$$
\begin{equation*}
\frac{(z-w) F^{\prime}(z)}{F(z)}=\frac{(1+a)(z-w) \frac{f^{\prime}(z)}{f(z)}+(z-w)^{2} \frac{f^{\prime \prime}(z)}{f(z)}}{a+(z-w) \frac{f^{\prime}(z)}{f(z)}} \tag{3.4}
\end{equation*}
$$

Letting

$$
p(z)=\frac{(z-w) f^{\prime}(z)}{f(z)}
$$

where $p \in \mathcal{H}(\mathbb{U})$ and $p(0)=1$, we have

$$
(z-w) p^{\prime}(z)=p(z)+(z-w)^{2} \cdot \frac{f^{\prime \prime}(z)}{f(z)}-[p(z)]^{2}
$$

and thus

$$
\begin{equation*}
(z-w)^{2} \frac{f^{\prime \prime}(z)}{f(z)}=(z-w) p^{\prime}(z)-p(z)[1-p(z)] \tag{3.5}
\end{equation*}
$$

Using (3.4) and (3.5), we obtain

$$
\begin{equation*}
\frac{(z-w) F^{\prime}(z)}{F(z)}=p(z)+\frac{(z-w) p^{\prime}(z)}{a+p(z)} . \tag{3.6}
\end{equation*}
$$

Since $F \in s^{*}(w)$, from (3.6), we have

$$
p(z)+\frac{z-w}{a+p(z)} p^{\prime}(z) \prec \frac{1+z}{1-z} \equiv h(z)
$$

or

$$
p(z)+\frac{1-\frac{w}{z}}{a+p(z)} z p^{\prime}(z) \prec \frac{1+z}{1-z} .
$$

From the hypothesis, we have

$$
\operatorname{Re}\left(\frac{1}{1-\frac{w}{z}} h(z)+\frac{a}{1-\frac{w}{z}}\right)>0
$$

and thus from Theorem 2.3, we obtain

$$
p(z) \prec \frac{1+z}{1-z}, \quad z \in \mathbb{U}
$$

or

$$
\operatorname{Re}\left(\frac{(z-w) f^{\prime}(z)}{f(z)}\right)>0, \quad z \in \mathbb{U} .
$$

This means that $f \in S^{*}(w)$.
Definition 3.1. Let $f \in S(w)$ where $w$ is a fixed point in $\mathbb{U}$. We say that $f$ is $w$-close-to-convex if there exists a function $g \in S^{*}(w)$ such that

$$
\operatorname{Re}\left(\frac{(z-w) f^{\prime}(z)}{g(z)}\right)>0, \quad z \in \mathbb{U}
$$

We denote this class by $C C(w)$.
Remark 2. If we consider $f=g, g \in S^{*}(w)$, then we have $S^{*}(w) \subset C C(w)$. If we take $w=0$, then we obtain the well-known close-to-convex functions.

Theorem 3.2. Let $w$ be a fixed point in $\mathbb{U}$ and $f \in C C(w)$, where

$$
f(z)=(z-w)+\sum_{n=2}^{\infty} b_{n}(z-w)^{n}
$$

with respect to the function $g \in S^{*}(w)$, where

$$
g(z)=(z-w)+\sum_{n=2}^{\infty} a_{n}(z-w)^{n}
$$

Then

$$
\left|b_{n}\right| \leq \frac{1}{n}\left[\left|a_{n}\right|+\sum_{k=1}^{n-1}\left|a_{k}\right| \cdot \frac{2}{(1+d)(1-d)^{n-k}}\right]
$$

where $d=|w|, n \geq 2$ and $a_{1}=1$.
Proof. Let $f \in C C(w)$ with respect to the function $g \in S^{*}(w)$. Then there exists a function $p \in \mathcal{P}(w)$ such that

$$
\frac{(z-w) f^{\prime}(z)}{g(z)}=p(z)
$$

where

$$
p(z)=1+\sum_{n=1}^{\infty} B_{n}(z-w)^{n}
$$

Using the hypothesis through identification of $(z-w)^{n}$ coefficients, we obtain

$$
\begin{equation*}
n b_{n}=a_{n}+\sum_{k=1}^{n-1} a_{k} B_{n-k} \tag{3.7}
\end{equation*}
$$

where $a_{1}=1$ and $n \geq 2$. From (3.7), we have

$$
\left|b_{n}\right| \leq \frac{1}{n}\left[\left|a_{n}\right|+\sum_{k=1}^{n-1}\left|a_{k}\right| \cdot\left|B_{n-k}\right|\right], \quad a_{1}=1, n \geq 2
$$

Applying the above and the estimates (2.1), we obtain the result.
Remark 3. If we use the estimates (2.2), we obtain the same estimates for the coefficients $b_{n}, n=2,3,4,5$.

Definition 3.2. Let $\alpha \in \mathbb{R}$ and $w$ be a fixed point in $\mathbb{U}$. For $f \in S(w)$, we define

$$
J(\alpha, f, w ; z)=(1-\alpha) \frac{(z-w) f^{\prime}(z)}{f(z)}+\alpha\left[1+\frac{(z-w) f^{\prime \prime}(z)}{f^{\prime}(z)}\right]
$$

We say that $f$ is $w-\alpha-$ convex function if

$$
\frac{f(z) f^{\prime}(z)}{z-w} \neq 0, \quad z \in \mathbb{U}
$$

and $\operatorname{Re} J(\alpha, f, w ; z)>0, z \in \mathbb{U}$. We denote this class by $M_{\alpha}(w)$.
Remark 4. It is easy to observe that $M_{\alpha}(0)$ is the well-known class of $\alpha$-convex functions.

Theorem 3.3. Let $w$ be a fixed point in $\mathbb{U}, \alpha \in \mathbb{R}, \alpha \geq 0$ and $m_{\alpha}(w)=$ $M_{\alpha}(w) \cap s(w)$. Then we have

1. If $f \in m_{\alpha}(w)$ then $f \in S^{*}(w)$. This means $m_{\alpha}(w) \subset S^{*}(w)$.
2. If $\alpha, \beta \in \mathbb{R}$, with $0 \leq \beta / \alpha<1$, then $m_{\alpha}(w) \subset m_{\beta}(w)$.

Proof. From $f \in m_{\alpha}(w)$, we have $\operatorname{Re} J(\alpha, f, w ; z)>0, z \in \mathbb{U}$. Putting

$$
p(z)=\frac{(z-w) f^{\prime}(z)}{f(z)}
$$

with $p \in \mathcal{H}(\mathbb{U})$ and $p(0)=1$, we obtain

$$
\operatorname{Re} J(\alpha, f, w ; z)=\operatorname{Re}\left[p(z)+\alpha \frac{(z-w) p^{\prime}(z)}{p(z)}\right]>0, \quad z \in \mathbb{U}
$$

or

$$
p(z)+\frac{\alpha\left(1-\frac{w}{z}\right)}{p(z)} z p^{\prime}(z) \prec \frac{1+z}{1-z} \equiv h(z)
$$

In particular, for $\alpha=0$, we have

$$
p(z) \prec \frac{1+z}{1-z}, \quad z \in \mathbb{U} .
$$

Using the hypothesis, we have for $\alpha>0$,

$$
\operatorname{Re}\left(\frac{1}{\alpha\left(1-\frac{w}{z}\right)} h(z)\right)>0, \quad z \in \mathbb{U}
$$

and from Theorem 2.3, we obtain

$$
p(z) \prec \frac{1+z}{1-z}, \quad z \in \mathbb{U} .
$$

This means that

$$
\operatorname{Re}\left(\frac{(z-w) f^{\prime}(z)}{f(z)}\right)>0, \quad z \in \mathbb{U}
$$

for $\alpha \geq 0$ or $f \in S^{*}(w)$.
If we denote by $A=\operatorname{Re} p(z)$ and $B=\operatorname{Re}\left((z-w) p^{\prime}(z) / p(z)\right)$, then we have $A>0$ and $A+B \alpha>0$, where $\alpha \geq 0$. Using the geometric interpretation of the equation $y(x)=A+B x, x \in[0, \alpha]$, we obtain

$$
y(\beta)=A+B \beta>0 \quad \text { for every } \beta \in[0, \alpha]
$$

This means that

$$
\operatorname{Re}\left(p(z)+\beta \frac{(z-w) p^{\prime}(z)}{p(z)}\right)>0, \quad z \in \mathbb{U}
$$

or $f \in m_{\beta}(w)$.
Remark 5. From Theorem 3.3, we have

$$
m_{1}(w) \subseteq s^{c}(w) \subseteq m_{\alpha}(w) \subseteq s^{*}(w)
$$

where $0 \leq \alpha \leq 1$ and $s^{c}(w)=S^{c}(w) \cap s(w)$.


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