

**APPLICATIONS OF GENERALIZED
RUSCHEWEYH DERIVATIVE TO UNIVALENT
FUNCTIONS WITH FINITELY MANY
COEFFICIENTS**

Abdul Rahman S. Juma and S. R. Kulkarni

Abstract. By making use of the generalized Ruscheweyh derivative, the authors investigate several interesting properties of certain subclasses of univalent functions having the form

$$f(z) = z - \sum_{n=2}^m \frac{(1-\beta)e_n}{(1-n\beta + \alpha(1-n))B_1^{\lambda,\mu}(n)} z^n - \sum_{k=m+1}^{\infty} a_k z^k.$$

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Abdul Rahman S. Juma

Department of Mathematics

Al-Anbar University,

Ramadi, Iraq.

e-mail: absa662004@yahoo.com

S. R. Kulkarni

Department of Mathematics

Fergusson College,

Pune 411004, India

e-mail: kulkarni_ferg@yahoo.com

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