# New Sufficient Conditions for Strongly Starlikeness and Strongly Convex Functions 

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Abstract. The object of the present paper is to obtain new conditions for analytic function to be strongly starlike and strongly convex function defined in the open unit disk.

## 1. Introduction

Let $\mathcal{A}$ denote the class of functions of the form :

$$
\begin{equation*}
f(z)=z+\sum_{n=2}^{\infty} a_{n} z^{n} \tag{1.1}
\end{equation*}
$$

which are analytic in the open unit $\operatorname{disk} \mathcal{U}=\{z:|z|<1\}$. A function $f(z) \in \mathcal{A}$ is said to be in the class $\mathcal{S}^{*}$, the class of starlike functions if and only if

$$
\begin{equation*}
\operatorname{Re}\left(\frac{z f^{\prime}(z)}{f(z)}\right)>0, \quad(z \in \mathcal{U}) \tag{1.2}
\end{equation*}
$$

A function $f(z) \in \mathcal{A}$ is said to be convex function if and only if

$$
\begin{equation*}
\operatorname{Re}\left(1+\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}\right)>0, \quad(z \in \mathcal{U}) \tag{1.3}
\end{equation*}
$$

Also we denote by $\mathcal{C}$ the class of all convex functions.
If $f(z) \in \mathcal{A}$ satisfies

$$
\begin{equation*}
\left|\arg \frac{z f^{\prime}(z)}{f(z)}\right|<\frac{\alpha \pi}{2}, \quad(z \in \mathcal{U}) \tag{1.4}
\end{equation*}
$$

for some $0<\alpha \leq 1$, then $f(z)$ said to be strongly starlike function of order $\alpha$ in $\mathcal{U}$, and this class denoted by $\overline{\mathcal{S}}^{*}(\alpha)$. Further, if $f(z) \in \mathcal{A}$ satisfies

$$
\begin{equation*}
\left|\arg \left(1+\frac{z f^{\prime}(z)}{f(z)}\right)\right|<\frac{\alpha \pi}{2}, \quad(z \in \mathcal{U}) \tag{1.5}
\end{equation*}
$$

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for some $0<\alpha \leq 1$, then we say that $f(z)$ is strongly convex function of order $\alpha$ in $\mathcal{U}$, and we denote by $\overline{\mathcal{C}}(\alpha)$ the class of all such functions.
Note that $\overline{\mathcal{S}}^{*}(1) \equiv \mathcal{S}^{*}$ and $\overline{\mathcal{C}}(1) \equiv \mathcal{C}$.
Nunokawa et al. [3] obtained the following result.
Lemma 1.1. Let $p(z)$ be analytic in $\mathcal{U}$ with $p(0)=1$ and $p(z) \neq 0$. If there exists two points $z_{1}, z_{2} \in \mathcal{U}$ such that

$$
\begin{equation*}
-\frac{\beta \pi}{2}=\arg p\left(z_{1}\right)<\arg p(z)<\arg p\left(z_{2}\right)=\frac{\alpha \pi}{2} \tag{1.6}
\end{equation*}
$$

for $\alpha>0, \beta>0$, and for $|z|<\left|z_{1}\right|=\left|z_{2}\right|$, the we have

$$
\begin{align*}
\frac{z_{1} p\left(z_{1}\right)}{p\left(z_{1}\right)} & =-i \frac{\alpha+\beta}{2} m \quad \text { and }  \tag{1.7}\\
\frac{z_{2} p\left(z_{2}\right)}{p\left(z_{2}\right)} & =i \frac{\alpha+\beta}{2} m \tag{1.8}
\end{align*}
$$

where

$$
\begin{equation*}
m \geq \frac{1-|a|}{1+|a|} \text { and } a=i \tan \frac{\pi}{4}\left(\frac{\alpha-\beta}{\alpha+\beta}\right) . \tag{1.9}
\end{equation*}
$$

Making use of the above lemma, Takahashi and Nunokawa [5] define two classes of analytic functions $\mathcal{S}^{*}(\alpha, \beta)$ and $\mathcal{C}(\alpha, \beta)$, where $\mathcal{S}^{*}(\alpha, \beta)$ is the class of all functions $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
-\frac{\beta \pi}{2}<\arg \frac{z f^{\prime}(z)}{f(z)}<\frac{\alpha \pi}{2}, \quad(z \in \mathcal{U}), \tag{1.10}
\end{equation*}
$$

for some $0 \leq \alpha<1,0 \leq \beta<1$, and $\mathcal{C}(\alpha, \beta)$ is the class of all functions $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
-\frac{\beta \pi}{2}<\arg \left(1+\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}\right)<\frac{\alpha \pi}{2}, \quad(z \in \mathcal{U}) \tag{1.11}
\end{equation*}
$$

for some $0 \leq \alpha<1,0 \leq \beta<1$. We note that $\mathcal{S}^{*}(\alpha, \alpha) \equiv \overline{\mathcal{S}}^{*}(\alpha)$ and $\mathcal{C}(\alpha, \alpha) \equiv \overline{\mathcal{C}}(\alpha)$.
In this paper, applying the above lemma, we obtain new sufficient conditions for the function $f(z) \in \mathcal{A}$ to be strongly starlike function and strongly convex function of order $\alpha$ in $\mathcal{U}$. Also we shall obtain and improve the sufficient conditions for starlikeness given by Obradović and Owa [4], Nunokawa [2] and Lin [1].

## 2. Main theorem

Theorem 2.1. Let $p(z)$ be analytic in $\mathcal{U}$ with $p(0)=1, p(z) \neq 0$ in $\mathcal{U}$ and suppose that

$$
\begin{equation*}
\lambda\left(k, t_{2}\right) \leq \operatorname{Im}\left(1+e^{i(\pi / 4)(\alpha-\beta)} \frac{z p^{\prime}(z)}{(p(z))^{2}}\right) \leq \mu\left(k, t_{1}\right), \quad(z \in \mathcal{U}) \tag{2.1}
\end{equation*}
$$

where
(2.3) $\mu\left(k, t_{1}\right)=\frac{t_{1}^{(1+4 k)}(2 k+1)\left(1+t_{1}^{2}\right)(1-|a|)}{(1+|a|)}, \quad\left(t_{1}>0\right)$
then we have

$$
\begin{equation*}
-\frac{\beta \pi}{2}<\arg p(z)<\frac{\alpha \pi}{2}, \quad(z \in \mathcal{U}) \tag{2.4}
\end{equation*}
$$

for some $\alpha, \beta>0$ such that $\alpha+\beta=8 k+4, k \in \mathbb{N}_{0}=\mathbb{N} \cup\{0\}$.
Proof. Suppose that there exists points $z_{1} \in \mathcal{U}$ and $z_{2} \in \mathcal{U}$ such that

$$
\begin{equation*}
-\frac{\beta \pi}{2}=\arg p\left(z_{1}\right)<\arg p(z)<\arg p\left(z_{2}\right)=\frac{\alpha \pi}{2} \tag{2.5}
\end{equation*}
$$

for $|z|<\left|z_{1}\right|=\left|z_{2}\right|$, then from the proof of the lemma 1.1 [2], we have

$$
\begin{equation*}
\frac{z_{1} p\left(z_{1}\right)}{p\left(z_{1}\right)}=-i . \frac{(\alpha+\beta)\left(1+t_{1}^{2}\right)}{4 t_{1}} . m \text { and } \frac{z_{2} p\left(z_{2}\right)}{p\left(z_{2}\right)}=i . \frac{(\alpha+\beta)\left(1+t_{2}^{2}\right)}{4 t_{2}} . m \tag{2.6}
\end{equation*}
$$

where

$$
\begin{array}{ll}
p\left(z_{1}\right)=\left(-i t_{1}\right)^{(\alpha+\beta) / 2} e^{i(\pi / 4)(\alpha-\beta)} & \left(t_{1}>0\right) \\
p\left(z_{2}\right)=\left(i t_{2}\right)^{(\alpha+\beta) / 2} e^{i(\pi / 4)(\alpha-\beta)} & \left(t_{2}>0\right) \tag{2.8}
\end{array}
$$

and

$$
m \geq \frac{1-|a|}{1+|a|}
$$

By making use of (2.6), (2.7) and (2.8), we have

$$
\begin{aligned}
\operatorname{Im}\left(1+e^{i(\pi / 4)(\alpha-\beta)} \frac{z_{2} p^{\prime}\left(z_{2}\right)}{\left(p\left(z_{2}\right)\right)^{2}}\right) & =\operatorname{Im}\left(\frac{e^{-i(\pi / 4)(\alpha-\beta)} p\left(z_{2}\right)+\frac{z_{2} p^{\prime}\left(z_{2}\right)}{p\left(z_{2}\right)}}{e^{-i(\pi / 4)(\alpha-\beta)} p\left(z_{2}\right)}\right) \\
& =\operatorname{Im}\left(\frac{\left(i t_{2}\right)^{(\alpha+\beta) / 2}+i \frac{(\alpha+\beta)\left(1+t_{2}^{2}\right)}{4 t_{2}} m}{\left(i t_{2}\right)^{(\alpha+\beta) / 2}}\right) \\
& =\operatorname{Im}\left(\frac{\left(i t_{2}\right)^{4 k+2}+i \frac{(2 k+1)\left(1+t_{2}^{2}\right)}{t_{2}} m}{\left(i t_{2}\right)^{4 k+2}}\right) \\
& =-t_{2}^{(1+4 k)}(2 k+1)\left(1+t_{2}^{2}\right) m \\
& \leq-\frac{t_{2}^{(1+4 k)}(2 k+1)\left(1+t_{2}^{2}\right)(1-|a|)}{(1+|a|)}
\end{aligned}
$$

and

$$
\operatorname{Im}\left(1+e^{i(\pi / 4)(\alpha-\beta)} \frac{z_{1} p^{\prime}\left(z_{1}\right)}{\left(p\left(z_{1}\right)\right)^{2}}\right) \geq \frac{t_{1}^{(1+4 k)}(2 k+1)\left(1+t_{1}^{2}\right)(1-|a|)}{(1+|a|)}
$$

which cotntradicts the assumption (2.1) of the theorem. Therefore we must have

$$
\begin{equation*}
-\frac{\beta \pi}{2}<\arg p(z)<\frac{\alpha \pi}{2} \quad(z \in \mathcal{U}) . \tag{2.9}
\end{equation*}
$$

Putting $p(z)=z f^{\prime}(z) / f(z)$ in (2.1), we obtain
Corollary 2.2. Let $f(z) \in \mathcal{A}, z f^{\prime}(z) / f(z) \neq 0$ in $\mathcal{U}$ and suppose that

$$
\begin{align*}
\lambda\left(k, t_{2}\right) & \leq \operatorname{Im}\left(1+e^{i(\pi / 4)(\alpha-\beta)}\left(\frac{\left(z f^{\prime}(z)\right)^{\prime} / f^{\prime}(z)}{z f^{\prime}(z) / f(z)}-1\right)\right) \\
& \leq \mu\left(k, t_{1}\right) \quad(z \in \mathcal{U}) \tag{2.10}
\end{align*}
$$

where $\lambda\left(k, t_{2}\right)$ and $\mu\left(k, t_{1}\right)$ as in (2.2) and (2.3) respectively, then $f(z) \in \mathcal{S}^{*}(\alpha, \beta)$.
Putting $\alpha=\beta$ and $t_{1}=t_{2}($ say $t>0)$ in Corollary 2.2, we easily obtain
Corollary 2.3. Let $f(z) \in \mathcal{A}, z f^{\prime}(z) / f(z) \neq 0$ in $\mathcal{U}$ and suppose that

$$
\begin{equation*}
\left|\operatorname{Im}\left(\frac{1+z f^{\prime \prime}(z) / f^{\prime}(z)}{z f^{\prime}(z) / f(z)}\right)\right| \leq \frac{\alpha}{2} t^{(\alpha-1)}\left(1+t^{2}\right) \quad(z \in \mathcal{U}) \tag{2.11}
\end{equation*}
$$

then $f(z) \in \overline{\mathcal{S}}^{*}(\alpha)$.
From Corollary 2.3, we easily obtain

Corollary 2.4. If $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
\left|\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}+1\right| \leq \frac{\alpha}{2} t^{(\alpha-1)}\left(1+t^{2}\right)\left|\frac{z f^{\prime}(z)}{f(z)}\right| \quad(z \in \mathcal{U}) \tag{2.12}
\end{equation*}
$$

then $f(z) \in \overline{\mathcal{S}}^{*}(\alpha)$.
Putting $\alpha=1$ in Corollary 2.4, we have
Corollary 2.5. If $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
\left|\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}+1\right| \leq \frac{1+t^{2}}{2}\left|\frac{z f^{\prime}(z)}{f(z)}\right| \quad(z \in \mathcal{U}) \tag{2.13}
\end{equation*}
$$

then $f(z) \in \mathcal{S}^{*}$.
If we put $t=\sqrt{6} / 2$ in Corollary 2.5, we obtain
Corollary 2.6 (see [4]). If $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
\left|\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}+1\right| \leq \frac{5}{4}\left|\frac{z f^{\prime}(z)}{f(z)}\right| \quad(z \in \mathcal{U}) \tag{2.14}
\end{equation*}
$$

then $f(z) \in \mathcal{S}^{*}$.
If we put $t=\sqrt{2}$ in Corollary 2.5, we obtain
Corollary 2.7 (see [1]). If $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
\left|\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}+1\right| \leq \frac{3}{2}\left|\frac{z f^{\prime}(z)}{f(z)}\right| \quad(z \in \mathcal{U}) \tag{2.15}
\end{equation*}
$$

then $f(z) \in \mathcal{S}^{*}$.
If we put $t=\sqrt{2 \log 4-1}$ in Corollary 2.5, we obtain
Corollary 2.8 (see [2]). If $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
\left|\frac{z f^{\prime \prime}(z)}{f^{\prime}(z)}+1\right| \leq \log 4\left|\frac{z f^{\prime}(z)}{f(z)}\right| \quad(z \in \mathcal{U}) \tag{2.16}
\end{equation*}
$$

then $f(z) \in \mathcal{S}^{*}$.
Putting $p(z)=1+z f^{\prime \prime}(z) / f^{\prime}(z)$ in (2.1), we have
Corollary 2.9. Let $f(z) \in \mathcal{A}, f^{\prime}(z) \neq 0$ in $\mathcal{U}$ and suppose that

$$
\begin{equation*}
\lambda\left(k, t_{2}\right) \leq \operatorname{Im}\left(1+e^{i(\pi / 4)(\alpha-\beta)}\left(\frac{\left(z f^{\prime}(z)\right)^{\prime \prime}-z f^{\prime \prime}(z)}{\left(z f^{\prime}(z)\right)^{\prime}}\right)\right) \leq \mu\left(k, t_{1}\right) \quad(z \in \mathcal{U}) \tag{2.17}
\end{equation*}
$$

where $\lambda\left(k, t_{2}\right)$ and $\mu\left(k, t_{1}\right)$ as in (2.2) and (2.3) respectively, then $f(z) \in \mathcal{C}(\alpha, \beta)$.

Putting $\alpha=\beta$ and $t_{1}=t_{2}($ say $t>0)$ in Corollary 2.9 we easily obtain
Corollary 2.10. Let $f(z) \in \mathcal{A}, f^{\prime}(z) \neq 0$ in $\mathcal{U}$ and suppose that

$$
\begin{equation*}
\left|\operatorname{Im}\left(1+\frac{\left(z f^{\prime}(z)\right)^{\prime \prime}-z f^{\prime \prime}(z)}{\left(z f^{\prime}(z)\right)^{\prime}}\right)\right| \leq \frac{\alpha}{2} t^{(\alpha-1)}\left(1+t^{2}\right), \quad(z \in \mathcal{U}) \tag{2.18}
\end{equation*}
$$

then $f(z) \in \overline{\mathcal{C}}(\alpha)$.
From Corollary 2.10, we easily obtain
Corollary 2.11. Let $f(z) \in \mathcal{A}, f^{\prime}(z) \neq 0$ in $\mathcal{U}$ and suppose that

$$
\begin{equation*}
\left|1+\frac{\left(z f^{\prime}(z)\right)^{\prime \prime}-z f^{\prime \prime}(z)}{\left(z f^{\prime}(z)\right)^{\prime}}\right| \leq \frac{\alpha}{2} t^{(\alpha-1)}\left(1+t^{2}\right), \quad(z \in \mathcal{U}) \tag{2.19}
\end{equation*}
$$

then $f(z) \in \overline{\mathcal{C}}(\alpha)$.
Putting $\alpha=1$ in Corollary 2.11, we have
Corollary 2.12. Let $f(z) \in \mathcal{A}, f^{\prime}(z) \neq 0$ in $\mathcal{U}$ and suppose that

$$
\begin{equation*}
\left|1+\frac{\left(z f^{\prime}(z)\right)^{\prime \prime}-z f^{\prime \prime}(z)}{\left(z f^{\prime}(z)\right)^{\prime}}\right| \leq \frac{1+t^{2}}{2}, \quad(z \in \mathcal{U}) \tag{2.20}
\end{equation*}
$$

then $f(z) \in \mathcal{C}$.
Putting $p(z)=f(z) / z$ in (2.1), we obtain
Corollary 2.13. If $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
\lambda\left(k, t_{2}\right) \leq \operatorname{Im}\left(1+e^{i(\pi / 4)(\alpha-\beta)}\left(\frac{z^{2} f^{\prime}(z)}{f^{2}(z)}-\frac{z}{f(z)}\right)\right) \leq \mu\left(k, t_{1}\right) \quad(z \in \mathcal{U}) \tag{2.21}
\end{equation*}
$$

where $\lambda\left(k, t_{2}\right)$ and $\mu\left(k, t_{1}\right)$ as in (2.2) and (2.3) respectively, then we have

$$
\begin{equation*}
-\frac{\beta \pi}{2}<\arg \frac{f(z)}{z}<\frac{\alpha \pi}{2} \quad(\alpha, \beta>0 ; z \in \mathcal{U}) \tag{2.22}
\end{equation*}
$$

Putting $p(z)=f^{\prime}(z)$ in (2.1), we obtain
Corollary 2.14. If $f(z) \in \mathcal{A}$ satisfying

$$
\begin{equation*}
\lambda\left(k, t_{2}\right) \leq \operatorname{Im}\left(1+e^{i(\pi / 4)(\alpha-\beta)}\left(\frac{z f^{\prime \prime}(z)}{\left(f^{\prime}(z)\right)^{2}}\right)\right) \leq \mu\left(k, t_{1}\right) \quad(z \in \mathcal{U}) \tag{2.23}
\end{equation*}
$$

where $\lambda\left(k, t_{2}\right)$ and $\mu\left(k, t_{1}\right)$ as in (2.2) and (2.3) respectively, then we have

$$
\begin{equation*}
-\frac{\beta \pi}{2}<\arg f^{\prime}(z)<\frac{\alpha \pi}{2} \quad(\alpha, \beta>0 ; z \in \mathcal{U}) \tag{2.24}
\end{equation*}
$$

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