



**APPLICATIONS OF CERTAIN FRACTIONAL INTEGRAL
OPERATOR TO THE CLASSES OF STRONGLY STARLIKE
AND STRONGLY CONVEX FUNCTIONS**

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Abstract

In this paper, we introduce some new subclasses of strongly starlike and strongly convex functions of order β and type α , which are defined by means of general fractional integral operator. For each of these new function classes, several inclusion properties are established. Some interesting applications of the results presented here are also considered.

Keywords and phrases: analytic functions, strongly starlike functions, strongly convex functions, fractional integral operator.

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