

## ON THE GENERALIZED HURWITZ–LERCH ZETA FUNCTION AND GENERALIZED LAMBERT TRANSFORM

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**Abstract.** Raina and Srivastava [20] introduced a generalized Lambert transform. Goyal and Laddha [8] have introduced generalizations of the Riemann zeta function and generalized Lambert transform. In the present paper, we introduce generalizations of the Hurwitz-Lerch zeta function and Lambert transform in a diverse direction. We derive generating functions involving generalized Hurwitz-Lerch zeta function. Connections between the generalized Lambert transform and generalized Hurwitz-Lerch zeta function are established. An inversion formula for the generalized Lambert transform is obtained. Some examples and special cases to illustrate our results are also mentioned.

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