

## UNIVALENCY AND STARLIKENESS OF NORMALIZED HURWITZ–LERCH ZETA FUNCTION INSIDE UNIT DISK

DEEPAK BANSAL AND JANUSZ SOKÓŁ

*Abstract.* In the present investigation we study normalized Hurwitz-Lerch Zeta function and find sufficient conditions, so that the normalized Hurwitz-Lerch Zeta function have certain geometric properties like close-to-convexity, univalence and starlikeness inside the unit disc.

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