

## ON STRONGLY GENERALIZED CONVEX FUNCTIONS OF HIGHER ORDER

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*Abstract.* In this paper, we have introduced the notion of strongly generalized convex functions of higher order. We derived new integral inequalities of Hermite-Hadamard and Hermite-Hadamard-Féjér type for the class of strongly generalized convex functions of higher order. The results of Awan *et al.* [M. U. AWAN, M. A. NOOR, K. I. NOOR AND F. SAFDAR, *On strongly generalized convex functions*, Filomat **31**, 18 (2017), 5783–5790] are the special case of the results obtained in this paper.

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