

## ON THE SPECTRAL NORMS OF $r$ -CIRCULANT AND GEOMETRIC CIRCULANT MATRICES WITH THE BI-PERIODIC HYPER-HORADAM SEQUENCE

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**Abstract.** In this paper, we define the bi-periodic hyper-Horadam sequence  $\{w_n^{(k)}\}_{n \in \mathbb{N}}$  and present its combinatorial properties. Moreover, we obtain upper and lower bounds for the spectral norms of different forms of the  $r$ -circulant and geometric circulant matrices with the bi-periodic hyper-Horadam sequence. Then we give some bounds for the spectral norms of the Kronecker and Hadamard products of these matrices.

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