

**ON CERTAIN SUBCLASS OF ANALYTIC AND UNIVALENT  
FUNCTIONS BASED ON RUSCHEWEYH DERIVATIVES AND  
HADAMARD PRODUCT**

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**Abstract**

Let  $S$  denote the class of functions  $f(z)$  analytic and univalent in the unit disc  $\Delta = \{z : |z| < 1\}$  and normalized by  $f(0) = 0$  and  $f'(0) = 1$ . In this paper we introduce a new subclass of  $S$  based on Ruscheweyh derivative and Hadamard product. Coefficient estimates, extreme points, distortion theorem, closure theorem, radius of starlikeness and convexity, radii of close-to-convexity, inclusion property and integral operators are determined for functions in this subclass.

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