

## $\Phi$ -LIKE ANALYTIC FUNCTIONS. I

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The object of this paper is to introduce a very broad generalization, indeed a complete generalization of star-like and spiral-like functions. Our principal definition is the following.

DEFINITION 1. Let  $f$  be analytic in the unit disk  $\Delta = \{z: |z| < 1\}$  of the complex plane with  $f(0) = 0$ ,  $f'(0) \neq 0$ . Let  $\Phi$  be analytic on  $f(\Delta)$  with  $\Phi(0) = 0$ ,  $\operatorname{Re} \Phi'(0) > 0$ . Then  $f$  is  $\Phi$ -like (in  $\Delta$ ) if

$$(1) \quad \operatorname{Re}(zf'(z)/\Phi(f(z))) > 0 \quad (z \in \Delta).$$

REMARKS. 1. The two classical cases of Definition (1) are given by  $\Phi(w) = w$  ( $f$  is star-like) and, more generally,  $\Phi(w) = \lambda w$ ,  $\operatorname{Re} \lambda > 0$ . ( $f$  is spiral-like of type  $\arg \lambda$ .)

2. The conditions  $\Phi(0) = 0$ ,  $\operatorname{Re} \Phi'(0) > 0$  on  $\Phi$  are necessary for the existence of an  $f$  as described satisfying (1). Conversely, if  $\Phi$ , analytic in a neighborhood of 0, has these two properties, then there exist  $\Phi$ -like functions  $f$ . For the present we mention only the trivial example  $f(z) = az$ , where  $|a|$  is nonzero and sufficiently small.

3. In spite of the great generality of Definition 1,  $\Phi$ -like functions are necessarily univalent in  $\Delta$  (Theorem 1). Moreover the converse is true: Every function analytic and univalent in  $\Delta$  and vanishing at 0 is  $\Phi$ -like for some  $\Phi$  (Corollary 1). Thus we shall obtain a characterization of univalence.

4. The definition immediately below will prove to be the geometric counterpart of Definition 1. (See Theorems 1 and 2.)

DEFINITION 2. Let  $\Omega$  be a region containing 0, and let  $\Phi$  be analytic on  $\Omega$  with  $\Phi(0) = 0$ ,  $\operatorname{Re} \Phi'(0) > 0$ . Then  $\Omega$  is  $\Phi$ -like if for any  $\alpha \in \Omega$  the initial value problem

$$(2) \quad dw/dt = -\Phi(w), \quad w(0) = \alpha$$

has a solution  $w(t)$  defined for all  $t \geq 0$  such that  $w(t) \in \Omega$  for all  $t \geq 0$  and  $w(t) \rightarrow 0$  as  $t \rightarrow +\infty$ .

REMARKS. 5. If there is a solution of (2) on  $[0, \infty)$ , it is necessarily unique by a fundamental theorem on first order differential equations. For instance if  $\alpha = 0$ , then  $w(t) = 0$  for all  $t$ .

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