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Title: Geometric properties of generalized Bessel functions

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In this paper our aim is to establish some geometric properties (like univalence, starlikeness, convexity and close-to-convexity) for the generalized Bessel functions of the first kind. In order to prove our main results, we use the technique of differential subordinations developed by MILLER and MOCANU, and some classical results of OZAKI and FEJÉR.

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