1154-30-217 **See Keong Lee***, School of Mathematical Sciences, Universiti Sains Malaysia, 11800 USM, Penang, Malaysia. *The starlikeness of a generalized Bessel function.*

The generalized Bessel function

$$ {}_a\mathtt{B}_{b,p,c}(z) := \sum_{k=0}^{\infty} \frac{(-c)^k}{k!\,\Gamma\big(ak+p+\frac{b+1}{2}\big)} \left(\frac{z}{2}\right)^{2k+p}, $$

where $z \in \mathbb{D} := \{z : |z| < 1\}$, $a \in \mathbb{N} = \{1, 2, 3, \ldots\}$ and $b, p, c \in \mathbb{R}$, satisfied an $a+1$-order differential equation. The function ${}_a\mathtt{B}_{b,p,c}$ does not belong to the class $\mathcal{A}$ consisting of analytic functions f in $\mathbb{D}$ with normalization $f(0) = 0 = f'(0) - 1$. In this work, the starlikeness of normalized function related to ${}_a\mathtt{B}_{b,p,c}$ are investigated. (Received August 24, 2019)