# On generalized strongly modified $h$-convex functions 

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#### Abstract

We derive some properties and results for a new extended class of convex functions, generalized strongly modified $h$-convex functions. Moreover, we discuss Schur-type, Hermite-Hadamard-type, and Fejér-type inequalities for this class. The crucial fact is that this extended class has awesome properties similar to those of convex functions.


Keywords: $h$-convex function; Modified $h$-convex function; Schur-type inequality; Hermite-Hadamard inequality; Fejér-type inequality

## 1 Introduction

Nowadays, in science and modern analysis the convexity plays an important role in economics, statistics, management science, engineering, and optimization theory. For instance, Barani et al. [1] presented the Hermite-Hadamard inequality for functions with preinvex absolute values of derivatives. Characterizations of convexity via Hadamard's inequality has been studied in [2]. In 2003, Dragomir and Pearce [3] proposed some applications of Hermite-Hadamard inequalities. In 2015, Dragomir [4] presented inequalities of Hermite-Hadamard type for $h$-convex functions on linear spaces. Some other interesting results can be found in books [5, 6] and research papers [7, 8]. In the recent years, generalizations and extensions were made rapidly for convex functions; for a recent generalization, see [9-11].

Convexity in the classical sense for a function $g: L=\left[a_{1}, a_{2}\right] \subset \mathbb{R} \rightarrow \mathbb{R}$ is defined as

$$
g\left(t a_{1}+(1-t) a_{2}\right) \leq \operatorname{tg}\left(a_{1}\right)+(1-t) g\left(a_{2}\right),
$$

where $a_{1}, a_{2} \in L$ and $t \in[0,1]$.
The work on the convexity is extended day by day by using some techniques; see [12-14]. The strongly extended convexity is widely used in optimization, economics, and nonlinear programming.

Convex functiosn satisfy several inequalities in which famous inequalities are of Schur type, Hermite-Hadamard-type, and Fejér-type inequalities. The Hermite-Hadamardtype inequality introduced by Jaques Hadamard for classical convex functions $g: L=$

[^0]$$
\left[a_{1}, a_{2}\right] \subset \mathbb{R} \rightarrow \mathbb{R} \text { as }
$$
$$
g\left(\frac{a_{1}+a_{2}}{2}\right) \leq \frac{1}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} g(x) d x \leq \frac{g\left(a_{1}\right)+g\left(a_{2}\right)}{2}
$$

For extended versions of this inequality, see [12] and [13]. For further reading, see [15-19].
Lipot Fejér presented an extended version of the Hermite-Hadamard inequality, known as the Fejér inequality or a weighted version of the Hermite-Hadamard inequality. If $f$ : $I \rightarrow \mathbb{R}$ is a convex function, then

$$
g\left(\frac{a_{1}+a_{2}}{2}\right) \int_{a_{1}}^{a_{2}} w(x) d x \leq \frac{1}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} w(x) g(x) d x \leq \frac{g\left(a_{1}\right)+g\left(a_{2}\right)}{2} \int_{a_{1}}^{a_{2}} w(x) d x,
$$

where $a_{1} \leq a_{2}$, and $w: I \rightarrow \mathbb{R}$ is nonnegative, integrable, and symmetric about $\frac{a+b}{2}$. For further extended versions and development, see [20] and [8].
In this paper, we first present some preliminaries and basic results. In the next section, we investigate Schur-type, Hermite-Hadamard-type, and Fejér-type inequalities for the newly introduced class of functions.

## 2 Preliminaries

In this section, we investigate a new class of convexity by using a basic result. There is no loss of generality in the extended version of convexity. To get asymptotic results, it is necessary to put some restrictions: $L$ is an interval in $\mathbb{R}$, and $\eta: A \times A \rightarrow B \subseteq \mathbb{R}$ is a bifunction.

Definition 1 ( $h$-convex function [21]) Let $g, h: L \subset \mathbb{R} \rightarrow \mathbb{R}$ be nonnegative functions. Then $g$ is called an $h$-convex function if

$$
g\left(t a_{1}+(1-t) a_{2}\right) \leq h(t) g\left(a_{1}\right)+h(1-t) g\left(a_{2}\right)
$$

for all $a_{1}, a_{2} \in L$ and $t \in[0,1]$.

Definition 2 (Modified $h$-convex function [13]) Let $g, h: L \subset \mathbb{R} \rightarrow \mathbb{R}$ be nonnegative functions. Then $g$ is called a modified $h$-convex function if

$$
\begin{equation*}
g\left(t a_{1}+(1-t) a_{2}\right) \leq h(t) g\left(a_{1}\right)+(1-h(t)) g\left(a_{2}\right) \tag{1}
\end{equation*}
$$

for all $a_{1}, a_{2} \in L$ and $t \in[0,1]$.

Definition 3 (Generalized modified $h$-convex function) Let functions $g$, $h: J \subset \mathbb{R} \rightarrow \mathbb{R}$ be nonnegative functions. Then $g: I \subset \mathbb{R} \rightarrow \mathbb{R}$ is called a generalized modified $h$-convex function if

$$
\begin{equation*}
g\left(t a_{1}+(1-t) a_{2}\right) \leq g\left(a_{2}\right)+h(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right) \tag{2}
\end{equation*}
$$

for all $a_{1}, a_{2} \in I$ and $t \in[0,1]$.

Definition 4 (Wright-convex function [20]) A function $g: L \subset \mathbb{R} \rightarrow \mathbb{R}$ is said to be Wright-convex if

$$
g\left((1-t) a_{1}+t a_{2}\right)+g\left(t a_{1}+(1-t) a_{2}\right) \leq g\left(a_{1}\right)+g\left(a_{2}\right)
$$

for all $a_{1}, a_{2} \in L$ and $t \in[0,1]$.

Definition 5 (Additivity) A function $\eta$ is said to be additive if $\eta\left(x_{1}, y_{1}\right)+\eta\left(x_{2}, y_{2}\right)=\eta\left(x_{1}+\right.$ $x_{2}, y_{1}+y_{2}$ ) for all $x_{1}, x_{2}, y_{1}, y_{2} \in \mathbb{R}$; see [22] for more detail.

Definition 6 (Nonnegative homogeneity) A function $\eta$ is said to be nonnegatively homogeneous if $\eta\left(\lambda a_{1}, \lambda a_{2}\right)=\lambda \eta\left(a_{1}, a_{2}\right)$ for all $a_{1}, a_{2} \in \mathbb{R}$ and $\lambda \geq 0$.

Definition 7 (Supermultiplicativity [23]) A function $g: L \subset \mathbb{R} \rightarrow \mathbb{R}_{+}$is said to be a supermultiplicative function if $g\left(a_{1} a_{2}\right) \geq g\left(a_{1}\right) g\left(a_{2}\right)$ for all $a_{1}, a_{2} \in L, t \in[0,1]$.

Definition 8 (Similar-order functions [24]) Functions $f$ and $g$ are said to be of similar order on $L \subseteq \mathbb{R}$ if $\langle f(x)-f(y), g(x)-g(y)\rangle \geq 0$ for all $x, y \in L$.

Now we are going to introduce a new extended definition of convexity.

Definition 9 (Generalized strongly modified $h$-convex function) Let $g, h: L \subset \mathbb{R} \rightarrow \mathbb{R}$ be nonnegative functions. Then $g$ is called a generalized strongly modified $h$-convex function if

$$
\begin{equation*}
g\left(t a_{1}+(1-t) a_{2}\right) \leq g\left(a_{2}\right)+h(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right)-\mu t(1-t)\left(a_{1}-a_{2}\right)^{2} \tag{3}
\end{equation*}
$$

for all $a_{1}, a_{2} \in L$ and $t \in[0,1]$.

## Remark 1

1. Inequality (3) reduces to inequality (1) if $\mu=0$ and $\eta(x, y)=x-y$.
2. Definition (9) becomes the definition of a classical convex function when $\mu=0$, $\eta(x, y)=x-y$, and $h(t)=t$.
3. Inequality(3) reduces to inequality (2) when $\mu=0$.
4. If $h(t)=t$, then definition (9) reduces to the definition of a strongly generalized convex function [12].

Example 1 A function $g: L=\left[a_{1}, a_{2}\right] \subset \mathbb{R} \rightarrow \mathbb{R}$ is defined by $g(x)=x^{2}, \eta\left(a_{1}, a_{2}\right)=2 a_{1}+a_{2}$, and $h(t) \geq t$, then g is a generalized strongly modified $h$-convex function.

## 3 Main results

This section contains some basic and straightforward results. The following proposition shows the linearity of the class of generalized strongly modified $h$-convex functions.

Proposition 1 Letf and $g$ be generalized strongly modified $h$-convex functions where $\eta$ is additive and nonnegatively homogeneous. Thenfor all $a, b \in \mathbb{R}$, $a f+b g$ is also a generalized strongly modified h-convex function.

Proposition 2 Let $h_{1}, h_{2}$ be nonnegative functions on $L$ such that $h_{2}(t) \leq h_{1}(t)$. Ifg is a generalized strongly modified $h_{2}$-convex function, then $g$ is also a generalized strongly modified $h_{1}$-convex function.

Proof As $g$ is generalized strongly modified $h$-convex function, for all $a_{1}, a_{2} \in L$ and $t \in$ [ 0,1 ], we have

$$
\begin{aligned}
g\left(t a_{1}+(1-t) a_{2}\right) & \leq g\left(a_{2}\right)+h_{2}(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right)-\mu t(1-t)\left(a_{1}-a_{2}\right)^{2} \\
& \leq g\left(a_{2}\right)+h_{1}(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right)-\mu t(1-t)\left(a_{1}-a_{2}\right)^{2}
\end{aligned}
$$

This completes the proof.

Remark 2 If $g$ is a generalized strongly modified $h_{1}$-convex and $h_{1}(t) \leq h_{2}(t)$, then $g$ is a generalized strongly modified $h_{2}$-convex function.

Proposition 3 Letf be a linear function such that $f(x)-f(y)=x-y$, and let $g$ be a generalized strongly modified h-convex function. Then $g \circ f$ is also a generalized strongly modified $h$-convex function.

Proof As $f$ is a linear function such that $f(x)-f(y)=x-y$ and $g$ is a generalized strongly modified $h$-convex function, for all $a_{1}, a_{2} \in L$ and $t \in[0,1]$, we get

$$
\begin{aligned}
(g \circ f)\left(t a_{1}+(1-t) a_{2}\right)= & g\left(t f\left(a_{1}\right)+(1-t) f\left(a_{2}\right)\right. \\
\leq & (g \circ f)\left(a_{2}\right)+h(t) \eta\left((g \circ f)\left(a_{1}\right),(g \circ f)\left(a_{2}\right)\right) \\
& -\mu t(1-t)\left(f\left(a_{1}\right)-f\left(a_{2}\right)\right)^{2} \\
= & (g \circ f)\left(a_{2}\right)+h(t) \eta\left((g \circ f)\left(a_{1}\right),(g \circ f)\left(a_{2}\right)\right) \\
& -\mu t(1-t)\left(a_{1}-a_{2}\right)^{2} .
\end{aligned}
$$

This shows that $g \circ f$ is a generalized strongly modified $h$-convex function.

Proposition 4 Let functions $g_{j}: L \subset \mathbb{R} \rightarrow \mathbb{R}$ be generalized strongly modified h-convex functions, $\sum_{j=1}^{m} \lambda_{j}=1$, and let $\eta$ be additive non-negatively homogeneous function. Then their linear combination $f: \mathbb{R} \rightarrow \mathbb{R}$ is also a generalized strongly modified h-convex function.

Proof As $g_{j}: L \subset \mathbb{R} \rightarrow \mathbb{R}$ be generalized strongly modified $h$-convex functions, for $a_{1}, a_{2} \in$ $L$ and $t \in[0,1]$, let

$$
f(x)=\sum_{j=1}^{m} \lambda_{j} g_{j}(x)
$$

Set $x=\left(t a_{1}+(1-t) a_{2}\right)$. Then

$$
\begin{aligned}
f\left(t a_{1}+(1-t) a_{2}\right)= & \sum_{j=1}^{m} \lambda_{j} g_{j}\left(t a_{1}+(1-t) a_{2}\right) \\
\leq & \sum_{j=1}^{m} \lambda_{j} g_{j}\left(a_{2}\right)+h(t) \sum_{j=1}^{m} \lambda_{j} \eta\left(g_{i}\left(a_{1}\right), g_{i}\left(a_{2}\right)\right) \\
& -\mu t(1-t)\left(a_{1}-a_{2}\right)^{2} \sum_{j=1}^{m} \lambda_{j} \\
= & f\left(a_{2}\right)+h(t) \eta\left(\sum_{j=1}^{m} \lambda_{j} g_{i}\left(a_{1}\right), \sum_{j=1}^{m} \lambda_{j} g_{i}\left(a_{2}\right)\right) \\
& -\mu t(1-t)\left(a_{1}-a_{2}\right)^{2} \\
= & f\left(a_{2}\right)+h(t) \eta\left(f\left(a_{1}\right), f\left(a_{2}\right)\right)-\mu t(1-t)\left(a_{1}-a_{2}\right)^{2} .
\end{aligned}
$$

This completes the proof.

Corollary 1 Every generalized strongly modified h-convex function is a generalized modified convex function.

Proof Let $g$ be a generalized modified $h$-convex function. Then

$$
\begin{aligned}
g\left(t a_{1}+(1-t) a_{2}\right) & \leq g\left(a_{2}\right)+h(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right)-\mu t(1-t)\left(a_{1}-a_{2}\right)^{2} \\
& \leq g\left(a_{2}\right)+h(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right)
\end{aligned}
$$

for all $a_{1}, a_{2} \in L \subset \mathbb{R}$.
Corollary 2 Ifg is generalized strongly convexfunction and $t \leq h(t)$, then $g$ is a generalized strongly modified h-convex function.

Theorem 1 (Schur-type inequality) Let $g: L \rightarrow \mathbb{R}$ be a generalized strongly modified $h$ convex function, let $h$ be a supermultiplicative function, and let $\eta: N \times N \rightarrow M$ be a bifunction for appropriate $A, B \subseteq \mathbb{R}$. Then for $a_{1}, a_{2}, a_{3} \in L$ such that $a_{1}<a_{2}<a_{3}$ and $a_{3}-a_{1}, a_{3}-a_{2}, a_{2}-a_{1} \in L$, we have the inequality

$$
\begin{gather*}
h\left(a_{3}-a_{1}\right) g\left(a_{2}\right) \leq h\left(a_{3}-a_{1}\right) g\left(a_{3}\right)+h\left(a_{3}-a_{2}\right) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right) \\
-\mu\left(a_{3}-a_{2}\right)\left(a_{2}-a_{1}\right) h\left(a_{3}-a_{1}\right) \tag{4}
\end{gather*}
$$

if and only if $g$ is a generalized strongly modified h-convex function.
Proof Let $a_{1}, a_{2}, a_{3} \in L \subset \mathbb{R}$ be such that $\frac{\left(a_{3}-a_{2}\right)}{\left(a_{3}-a_{1}\right)} \in(0,1) \subseteq L$, $\frac{\left(a_{2}-a_{1}\right)}{\left(a_{3}-a_{1}\right)} \in(0,1) \subseteq L$, and $\frac{\left(a_{3}-a_{2}\right)}{\left(a_{3}-a_{1}\right)}+\frac{\left(a_{2}-a_{1}\right)}{\left(a_{3}-a_{1}\right)}=1$. Then

$$
h\left(a_{3}-a_{1}\right)=h\left(\frac{a_{3}-a_{1}}{a_{3}-a_{2}}\left(a_{3}-a_{2}\right)\right) \geq h\left(\frac{a_{3}-a_{1}}{a_{3}-a_{2}}\right) h\left(a_{3}-a_{2}\right)
$$

as $h$ is supermultiplicative.

Suppose $h\left(a_{3}-a_{2}\right) \geq 0$. Then by the definition of $g$ we have

$$
\begin{equation*}
g(t x+(1-t) y) \leq g(y)+h(t) \eta(g(x), g(y))-\mu t(1-t)(x-y)^{2} . \tag{5}
\end{equation*}
$$

Inserting $\frac{\left(a_{3}-a_{2}\right)}{\left(a_{3}-a_{1}\right)}=t, x=a_{1}$, and $y=a_{3}$ into inequality (5), we obtain

$$
\begin{align*}
g\left(\frac{\left(a_{3}-a_{2}\right)}{\left(a_{3}-a_{1}\right)} a_{1}+\left(1-\frac{\left(a_{3}-a_{2}\right)}{\left(a_{3}-a_{1}\right)}\right) a_{3}\right) \leq & g\left(a_{3}\right)+h\left(\frac{\left(a_{3}-a_{2}\right)}{\left(a_{3}-a_{1}\right)}\right) \eta\left(g\left(a_{1}\right), g\left(a_{3}\right)\right) \\
& -\mu\left(a_{3}-a_{2}\right)\left(a_{2}-a_{1}\right) \\
\leq & g\left(a_{3}\right)+\frac{h\left(a_{3}-a_{2}\right)}{h\left(a_{3}-a_{1}\right)} \eta\left(g\left(a_{1}\right), g\left(a_{3}\right)\right)  \tag{6}\\
& -\mu\left(a_{3}-a_{2}\right)\left(a_{2}-a_{1}\right),
\end{align*}
$$

$$
\begin{aligned}
g\left(a_{2}\right) h\left(a_{3}-a_{1}\right) \leq & h\left(a_{3}-a_{1}\right) g\left(a_{3}\right) \\
& +h\left(a_{3}-a_{2}\right) \eta\left(g\left(a_{1}\right), g\left(a_{3}\right)\right) \\
& -\mu\left(a_{3}-a_{2}\right)\left(a_{2}-a_{1}\right) h\left(a_{3}-a_{1}\right) .
\end{aligned}
$$

Conversely, suppose inequality (4) holds and insert $a_{1}=x, a_{2}=t x+(1-t) y$, and $a_{3}=y$ into inequality (4). Then we get

$$
\begin{aligned}
& h(y-x) g(t x+(1-t) y) \leq h(y-x) g(y)+h(y-x) h(t) \eta(g(x), g(y)) \\
&-\mu h(y-x) t(y-x)(1-t)(y-x), \\
& g(t x+(1-t) y) \leq g(y)+h(t) \eta(g(x), g(y))-\mu t(1-t)(x-y)^{2} .
\end{aligned}
$$

This completes the proof.

## Remark 3

1. By taking $h(t)=t$ in (4) it is reduced to aSchur-type inequality for generalized strongly convex functions.
2. If $\mu=0$ and $\eta(x, y)=x-y$, then (4) is reduced to a Schur-type inequality for modified $h$-convex functions; see [13].

Further, we will discuss the Hermite-Hadamard-type inequality for generalized strongly modified $h$-convex functions.

Theorem 2 (Hermit-Hadamard-type inequality) Let function $g: L \rightarrow \mathbb{R}$ be a generalized strongly modified $h$-convex function on $\left[a_{1}, a_{2}\right]$ with $a_{1}<a_{2}$. Then

$$
\begin{align*}
g\left(\frac{a_{1}+a_{2}}{2}\right)-h\left(\frac{1}{2}\right) M_{\eta}+\frac{\mu}{12}\left(a_{2}-a_{1}\right)^{2} & \leq \frac{1}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} g((x) d x \\
& \leq g\left(a_{2}\right)+N_{\eta}-\frac{\mu}{6}\left(a_{2}-a_{1}\right)^{2} \tag{7}
\end{align*}
$$

Proof Choosing $w=t a_{1}+(1-t) a_{2}$ and $z=(1-t) a_{1}+t a_{2}$, we have

$$
\begin{aligned}
g\left(\frac{a_{1}+a_{2}}{2}\right) & =g\left(\frac{w+z}{2}\right) \\
& =g\left(\frac{t a_{1}+(1-t) a_{2}+(1-t) a_{1}+t a_{2}}{2}\right)
\end{aligned}
$$

Now by the definition of $g$ we have

$$
\begin{aligned}
g\left(\frac{a_{1}+a_{2}}{2}\right) \leq & g\left((1-t) a_{1}+t a_{2}\right)+h\left(\frac{1}{2}\right) \eta\left(g\left(t a_{1}+(1-t) a_{2}\right), g\left((1-t) a_{1}+t a_{2}\right)\right) \\
& -\mu \frac{1}{2}\left(1-\frac{1}{2}\right)\left(a_{2}-a_{1}\right)^{2}(2 t-1)^{2}
\end{aligned}
$$

Integrating with respect to $t$ on [0,1], we get

$$
\begin{aligned}
g\left(\frac{a_{1}+a_{2}}{2}\right) \leq & \int_{0}^{1} g\left((1-t) a_{1}+t a_{2}\right) d t \\
& +h\left(\frac{1}{2}\right) \int_{0}^{1} \eta\left(g\left(t a_{1}+(1-t) a_{2}\right), g\left((1-t) a_{1}+t a_{2}\right)\right) d t \\
& -\frac{\mu}{4}\left(a_{2}-a_{1}\right)^{2} \int_{0}^{1}(2 t-1)^{2} d t
\end{aligned}
$$

Putting $x=(1-t) a_{1}+t a_{2}$, we get

$$
\begin{align*}
& g\left(\frac{a_{1}+a_{2}}{2}\right) \leq \frac{1}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} g(x) d x+h\left(\frac{1}{2}\right) M_{\eta}-\frac{\mu}{12}\left(a_{2}-a_{1}\right)^{2} \\
& g\left(\frac{a_{1}+a_{2}}{2}\right)-h\left(\frac{1}{2}\right) M_{\eta}+\frac{\mu}{12}\left(a_{2}-a_{1}\right)^{2} \leq \frac{1}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} g((x) d x \tag{8}
\end{align*}
$$

In the right-hand side of inequality (8), we set $x=t a_{1}+(1-t) a_{2}$, and using the definition of $g$, we get

$$
\begin{align*}
& \int_{a_{1}}^{a_{2}} g(x) d x \leq\left(a_{2}-a_{1}\right) g\left(a_{2}\right)+\left(a_{2}-a_{1}\right) \int_{0}^{1} h(t) \eta\left(g\left(a_{1}, g\left(a_{2}\right)\right) d t-\frac{\mu}{6}\left(a_{2}-a_{1}\right)^{2}\right.  \tag{9}\\
& \frac{1}{\left(a_{2}-a_{1}\right)} \int_{a_{1}}^{a_{2}} g(x) d x \leq g\left(a_{2}\right)+N_{\eta}-\frac{\mu}{6}\left(a_{2}-a_{1}\right)^{2}
\end{align*}
$$

Now from inequalities (8) and (9) we get

$$
\begin{align*}
g\left(\frac{a_{1}+a_{2}}{2}\right)-h\left(\frac{1}{2}\right) M_{\eta}+\frac{\mu}{12}\left(a_{2}-a_{1}\right)^{2} & \leq \frac{1}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} g((x) d x \\
& \leq g\left(a_{2}\right)+N_{\eta}-\frac{\mu}{6}\left(a_{2}-a_{1}\right)^{2} \tag{10}
\end{align*}
$$

This completes the proof.

## Remark 4

1. If we take $\mu=0$ and $\eta(x, y)=x-y$, then the Hermite-Hadamard-type inequality (10) is reduced to Hermite-Hadamard-type inequality for modified $h$-convex functions; for details, see [13].
2. If we put $h(t)=t$ in (10), then we get a Hermite-Hadamard-type inequality for generalized strongly convex functions; see [12].
3. If we take $\mu=0, \eta(x, y)=x-y$ and $h(t)=t$, then inequality (10) is reduced to a Hemite-Hadard-type inequality for classical convex functions.

Now we prove the following lemma by using technique of [25]. This lemma has the crucial fact that generalized strongly modified $h$-convex functions behave like classic convex functions.

Lemma 1 Let $g$ be a generalized modified h-convex function, and suppose that $\eta(x, y)=$ $-\eta(y, x)$. Then

$$
g\left(a_{1}+a_{2}-x\right) \leq g\left(a_{1}\right)+g\left(a_{2}\right)-g(x) \quad \forall x \in\left[a_{1}, a_{2}\right],
$$

where $x=t a_{1}+(1-t) a_{2}$ and $t \in[0,1]$.

Proof As $g$ is generalized modified $h$-convex function, for $x=t a_{1}+(1-t) a_{2}$, we get

$$
\begin{aligned}
g\left(a_{1}+a_{2}-x\right) & =g\left((1-t) a_{1}+t a_{2}\right) \\
& \leq g\left(a_{1}\right)+h(t) \eta\left(g\left(a_{2}\right), g\left(a_{1}\right)\right) \\
& =g\left(a_{1}\right)+g\left(a_{2}\right)-g\left(a_{2}\right)-h(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right. \\
& =g\left(a_{1}\right)+g\left(a_{2}\right)-\left[g\left(a_{2}\right)+h(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right]\right. \\
& \leq g\left(a_{1}\right)+g\left(a_{2}\right)-g(x) .
\end{aligned}
$$

This completes the proof.

Lemma 2 Let g be q the generalized strongly modified h-convex function, and suppose that $\eta(x, y)=-\eta(y, x)$. Then

$$
\begin{equation*}
g\left(a_{1}+a_{2}-x\right) \leq g\left(a_{1}\right)+g\left(a_{2}\right)-g(x) \quad \forall x \in\left[a_{1}, a_{2}\right] \tag{11}
\end{equation*}
$$

where $x=t a_{1}+(1-t) a_{2}$ and $t \in[0,1]$.

Proof Let $g$ be a generalized strongly modified $h$-convex function. Then for $x=t a_{1}+(1-$ $t) a_{2}$, we get

$$
\begin{aligned}
g\left(a_{1}+a_{2}-x\right)= & g\left((1-t) a_{1}+t a_{2}\right) \\
\leq & g\left(a_{1}\right)+h(t) \eta\left(g\left(a_{2}\right), g\left(a_{1}\right)\right)-\mu t(1-t)\left(a_{1}-a_{2}\right)^{2} \\
\leq & g\left(a_{1}\right)+g\left(a_{2}\right)-g\left(a_{2}\right)-h(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right. \\
& -\mu t(1-t)\left(a_{1}-a_{2}\right)^{2}+2 \mu t(1-t)\left(a_{1}-a_{2}\right)^{2}
\end{aligned}
$$

$$
\begin{aligned}
& \leq g\left(a_{1}\right)+g\left(a_{2}\right)-\left[g\left(a_{2}\right)+h(t) \eta\left(g\left(a_{1}\right), g\left(a_{2}\right)-\mu t(1-t)\left(a_{1}-a_{2}\right)^{2}\right]\right. \\
& \leq g\left(a_{1}\right)+g\left(a_{2}\right)-g(x)
\end{aligned}
$$

This completes the proof.

It is very interesting that when $g$ is a modified $h$-convex function [13], generalized modified $h$-convex, or generalized strongly modified $h$-convex function, then inequality (11) holds.

Theorem 3 (Fejér-type inequality) Let $g:\left[a_{1}, a_{2}\right] \rightarrow \mathbb{R}$ be a generalized strongly modified $h$-convex, and let $w:\left[a_{1}, a_{2}\right] \rightarrow \mathbb{R}$ be nonnegative, integrable, and symmetric with respect to $\frac{a_{1}+a_{2}}{2}$. Then

$$
\begin{align*}
& g\left(\frac{a_{1}+a_{2}}{2}\right) \int_{a_{1}}^{a_{2}} w(x) d x+\frac{\mu}{4} \int_{a_{1}}^{a_{2}}\left(a_{1}+a_{2}-2 x\right) w(x) d x-N_{\eta}\left(a_{1}, a_{2}\right) \\
& \quad \leq \int_{a_{1}}^{a_{2}} g(x) w(x) d x \\
& \quad \leq \frac{g\left(a_{1}\right)+g\left(a_{2}\right)}{2} \int_{a_{1}}^{a_{2}} w(x) d x+T_{\eta}\left(a_{1}, a_{2}\right)-\mu \int_{a_{1}}^{a_{2}}\left(x-a_{2}\right)\left(a_{1}-x\right) w(x) d x, \tag{12}
\end{align*}
$$

where

$$
\begin{aligned}
& N_{\eta}\left(a_{1}, a_{2}\right)=h\left(\frac{1}{2}\right) \int_{a_{1}}^{a_{2}} \eta\left(g\left(a_{1}+a_{2}-x\right), g(x)\right) w(x) d x \\
& T_{\eta}\left(a_{1}, a_{2}\right)=\frac{\eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right)}{2} \int_{a_{1}}^{a_{2}} h\left(\frac{x-a_{2}}{a_{1}-a_{2}}\right) w(x) d x .
\end{aligned}
$$

Proof Let $g$ be a generalized strongly modified $h$-convex function. Then

$$
\begin{align*}
& g\left(\frac{a_{1}+a_{2}}{2}\right) \int_{a_{1}}^{a_{2}} w(x) d x= \int_{a_{1}}^{a_{2}} g\left(\frac{a_{1}+a_{2}-x+x}{2}\right) w(x) d x \\
& \leq \int_{a_{1}}^{a_{2}} g(x) w(x) d x \\
&+h\left(\frac{1}{2}\right) \int_{a_{1}}^{a_{2}} \eta\left(g\left(a_{1}+a_{2}-x\right), g(x)\right) w(x) d x \\
&-\int_{a_{1}}^{a_{2}} \mu \frac{1}{2}\left(1-\frac{1}{2}\right)\left(2 x-a_{1}-a_{2}\right)^{2} w(x) d x  \tag{13}\\
& g\left(\frac{a_{1}+a_{2}}{2}\right) \int_{a_{1}}^{a_{2}} w(x) d x+\frac{\mu}{4} \int_{a_{1}}^{a_{2}}\left(a_{1}+a_{2}-2 x\right)^{2} w(x) d x-N_{\eta}\left(a_{1}, a_{2}\right) \\
& \leq \int_{a_{1}}^{a_{2}} g(x) w(x) d x .
\end{align*}
$$

In the right hand-side of inequality (13), put $x=t a_{1}+(1-t) a_{2}$. Then

$$
\begin{align*}
\int_{a_{1}}^{a_{2}} g(x) w(x) d x=\left(a_{2}-a_{1}\right) & \int_{0}^{1} g\left(t a_{1}+(1-t) a_{2}\right) w\left(t a_{1}+(1-t) a_{2}\right) d t \\
\frac{1}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} g(x) w(x) d x \leq & \int_{0}^{1} g\left(a_{2}\right) w\left(t a_{1}+(1-t) a_{2}\right) d t  \tag{14}\\
& +\eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right) \int_{0}^{1} h(t) w\left(t a_{1}+(1-t) a_{2}\right) d t \\
& -\mu\left(a_{2}-a_{1}\right)^{2} \int_{0}^{1} t(1-t) w\left(t a_{1}+(1-t) a_{2}\right) d t
\end{align*}
$$

Similarly, if we put $x=t a_{2}+(1-t) a_{1}$ in the right-hand side of inequality (13), then we get the inequality

$$
\begin{align*}
\frac{1}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} g(x) w(x) d x \leq & \int_{0}^{1} g\left(a_{1}\right) w\left(t a_{2}+(1-t) a_{1}\right) d t \\
& +\eta\left(g\left(a_{2}\right), g\left(a_{1}\right)\right) \int_{0}^{1} h(t) w\left(t a_{2}+(1-t) a_{1}\right) d t \\
& -\mu\left(a_{2}-a_{1}\right)^{2} \int_{0}^{1} t(1-t) w\left(t a_{2}+(1-t) a_{1}\right) d t \tag{15}
\end{align*}
$$

Adding inequalities (14) and (15), where $w$ is symmetric, we get

$$
\begin{align*}
& \frac{2}{a_{2}-a_{1}} \int_{a_{1}}^{a_{2}} g(x) w(x) d x \\
& \leq\left(g\left(a_{1}\right)+g\left(a_{2}\right)\right) \int_{0}^{1} w\left(t a_{1}+(1-t) a_{2}\right) d t \\
& \quad+\left[\eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right)+\eta\left(g\left(a_{2}\right), g\left(a_{1}\right)\right)\right] \int_{0}^{1} h(t) w\left(t a_{1}+(1-t) a_{2}\right) d t \\
& \quad-2 \mu\left(a_{2}-a_{1}\right)^{2} \int_{0}^{1} t(1-t) w\left(t a_{1}+(1-t) a_{2}\right) d t \tag{16}
\end{align*}
$$

Putting $x=t a_{1}+(1-t) a_{2}$ in the right-hand side of inequality (16), we have

$$
\begin{align*}
\int_{a_{1}}^{a_{2}} g(x) w(x) d x \leq & \frac{\left(g\left(a_{1}\right)+g\left(a_{2}\right)\right)}{2} \int_{a_{1}}^{a_{2}} w(x) d x \\
& +\frac{\left[\eta\left(g\left(a_{1}\right), g\left(a_{2}\right)\right)+\eta\left(g\left(a_{2}\right), g\left(a_{1}\right)\right)\right]}{2} \int_{a_{1}}^{a_{2}} h\left(\frac{x-a_{2}}{a_{1}-a_{2}} w(x) d x\right. \\
& -\mu \int_{a_{1}}^{a_{2}}\left(x-a_{2}\right)\left(a_{1}-x\right) w(x) d x  \tag{17}\\
\int_{a_{1}}^{a_{2}} g(x) w(x) d x \leq & \frac{\left(g\left(a_{1}\right)+g\left(a_{2}\right)\right)}{2} \int_{a_{1}}^{a_{2}} w(x) d x+T_{\eta}\left(a_{1}, a_{2}\right) \\
& -\mu \int_{a_{1}}^{a_{2}}\left(x-a_{2}\right)\left(a_{1}-x\right) w(x) d x .
\end{align*}
$$

Now from inequalities (13) and (17) we get Fejér-type inequality (12) for generalized strongly modified $h$-convex functions.

## Remark 5

1. If $h(t)=t$, then inequality (12) reduced to Fejér type inequality for generalized strongly convex functions, see [12].
2. If we put $\mu=0$ and $\eta(x, y)=x-y$ then inequality (12) becomes a Fejér-type inequality for modified $h$-convex functions; see [13].
3. If we put $\mu=0, \eta(x, y)=x-y$, and $h(t)=t$, then inequality (12) is reduced to a Fejér-type inequality for classical convex functions.

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