

**SOME NEW ESTIMATES FOR EXPONENTIALLY  
( $\hbar, m$ )-CONVEX FUNCTIONS VIA EXTENDED  
GENERALIZED FRACTIONAL INTEGRAL OPERATORS**

SAIMA RASHID, MUHAMMAD ASLAM NOOR, AND KHALIDA INAYAT  
NOOR

ABSTRACT. In the article, we present several new Hermite-Hadamard and Hermite-Hadamard-Fejér type inequalities for the exponentially ( $\hbar, m$ )-convex functions via an extended generalized Mittag-Leffler function. As applications, some variants for certain type of fractional integral operators are established and some remarkable special cases of our results are also have been obtained.

## 1. Introduction

Fractional calculus involving integral or differential operator of fractional order is very close to classical calculus. To see the historical backgrounds of fractional calculus, one can refer to the papers [15, 42]. Integral inequalities that are established by fractional calculus are important in proving the uniqueness of solutions for fractional differential equations. They also offer some new estimate for the solutions of boundary value problems for fractional order. Several mathematicians have investigated expansions and improvements of inequalities which include fractional calculus, see [7, 12, 16, 19, 28, 29, 40, 45]. Several new fractional

---

Received July 17, 2019. Revised October 7, 2019. Accepted October 16, 2019.

2010 Mathematics Subject Classification: 26D15, 26D10, 90C23.

Key words and phrases: convex function; exponentially convex function; exponentially ( $h, m$ )-convex function; generalized Mittag-Leffler function; generalized fractional integral operators; Hadamard-Fejér inequality.

© The Kangwon-Kyungki Mathematical Society, 2019.

This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/3.0/>) which permits unrestricted non-commercial use, distribution and reproduction in any medium, provided the original work is properly cited.

integral operator have been introduced to consider the applications. Recently, several new fractional operators and some of their applications are presented. These operators are known as left-sided and right-sided generalized conformable fractional operators. These operators are such that they contain several operators of fractional calculus. These can be viewed as the generalization of Katugampola fractional operators, Hadamard fractional operators, Riemann-Liouville fractional operators, conformable fractional operators and ordinary derivative and integral operators. These operators enjoy some basic properties such as linearity, continuity and boundedness.

The fractional differential calculus technique has contributed to the interpretation of physical phenomena as well as a new dimension to the mathematical approaches for explaining physical phenomena. The order of the differential equations describing physical phenomena determines the rate of change in the physical event discussed. At this point, the fractional order differential has an powerful affect in understanding the character of the physical phenomenon, although it loses the weaknesses of the integer order differential equations to explain some physical events.

The classification of functions can be done with various features such as continuity, convexity, monotony and differentiability. The concept of convexity in mathematics is known to play an important role in the development of various branches. Hermite-Hadamard's inequality is associated with the concept of convexity. Now we recall the some well known definition related to convexity as follows:

A mapping  $\psi : \mathcal{K} \subseteq \mathbb{R} \rightarrow \mathbb{R}$  is called convex, if

$$\psi(\varsigma_1\tau + (1 - \tau)\varsigma_2) \leq \tau\psi(\tau) + (1 - \tau)\psi(\tau), \quad \varsigma_1, \varsigma_2 \in \mathcal{K}, \tau \in [0, 1].$$

Studies on inequalities are based on exploring new inequalities and strengthening classical approaches. Modern inequality theory continues to be an active area of mathematical sciences. Inequality theory continues to be a field that is continuously studied and still active in research and enchanting. The following famous inequality among these, the *HHI* [13] is one of the most celebrated variants, which can be stated as follows:

Let  $\mathcal{K} \subseteq \mathbb{R}$  be an interval and  $\psi : \mathcal{K} \rightarrow \mathbb{R}$  be a convex function. Then the double inequality

$$\psi\left(\frac{\varsigma_1 + \varsigma_2}{2}\right) \leq \frac{1}{\varsigma_2 - \varsigma_1} \int_{\varsigma_1}^{\varsigma_2} \psi(x)dx \leq \frac{\psi(\varsigma_1) + \psi(\varsigma_2)}{2} \quad (1.1)$$

satisfies for convex mappings and is called as the *HHI*. This inequality has long been known as Hadamard’s inequality. This inequality of Hermite was discovered by Mitrinovic, who he had found earlier than Hadamard and is known now in the literature as Hermite- Hadamard’s inequality. The importance of this inequality is due to the fact that it is equivalent to the definition of convexity under certain conditions. The inequality (1.1) has been studied by several researchers due to its usefulness and applications. See [2–4, 6–14, 16–18, 20, 22, 25, 26, 30–39, 41, 43, 44, 46] and the references therein.

On other hand, the minimum of the differentiable convex functions can be characterized by variational inequalities. These two aspects of the convexity theory have far reaching applications and have provided powerful tools for studying difficult problems. In recent years, integral inequalities are being derived via fractional analysis, which has emerged as another interesting technique.

To the best of our knowledge, a comprehensive investigation of exponentially convex functions as as an extended Mittag Leffler functions in the present paper is new one. The class of exponentially convex functions was introduced by Bernstein [5], Dragomir and Gomm [10], Noor and Noor [23, 24] and Rashid et al. [33]. Motivated by these facts, Awan et al. [2] introduced and investigated another class of convex functions, which is called exponentially convex function and is significantly different from the class introduced by [5, 10]. The growth of research on big data analysis and deep learning has recently increased the interest in information theory involving exponentially convex functions. The smoothness of exponentially convex function is exploited for statistical learning, sequential prediction and stochastic optimization, see [1, 5, 27] and the references therein.

In [33], it is known that a function  $\psi$  is exponentially convex, if and only if,  $\psi$  satisfies the inequality

$$e^{\psi\left(\frac{s_1+s_2}{2}\right)} \leq \frac{1}{s_2 - s_1} \int_{s_1}^{s_2} e^{\psi(x)} dx \leq \frac{e^{\psi(s_1)} + e^{\psi(s_2)}}{2}. \tag{1.2}$$

The inequality (1.4) is called the Hermite-Hadamard inequality and provides the upper and lower estimates for the exponential integral.

Now, we recall and introduce some preliminaries for exponentially convex functions.

**DEFINITION 1.1.** [10, 23, 33]. A positive real-valued function  $\psi : \mathcal{K} \subseteq \mathbb{R} \rightarrow (0, \infty)$  is said to be exponentially convex on  $\mathcal{K}$  if the inequality

$$e^{\psi(\tau\varsigma_1+(1-\tau)\varsigma_2)} \leq \tau e^{\psi(\varsigma_1)} + (1-\tau)e^{\psi(\varsigma_2)}$$

holds for  $\varsigma_1, \varsigma_2 \in \mathcal{K}$  and  $\tau \in [0, 1]$ .

Exponentially convex functions are used to manipulate for statistical learning, sequential prediction and stochastic optimization, see [1, 27] and the references therein.

Next, we use the concept of exponentially  $\hbar$ -convex function which is explored by Rashid et al. [34].

**DEFINITION 1.2.** [34] Let  $J \subseteq \mathbb{R}$  be an interval such that  $(0, 1) \subseteq \mathcal{J}$  and  $\hbar : \mathcal{J} \rightarrow \mathbb{R}$  be a nonnegative real-valued function. Then  $\psi : \mathcal{K} \rightarrow \mathbb{R}$  is said to be exponentially  $\hbar$ -convex if  $\psi$  is non-negative such that the inequality

$$e^{\psi(\tau\varsigma_1+(1-\tau)\varsigma_2)} \leq \hbar(\tau)e^{\psi(\varsigma_1)} + \hbar(1-\tau)e^{\psi(\varsigma_2)}$$

holds for all  $\varsigma_1, \varsigma_2 \in \mathcal{K}$  and  $\tau \in [0, 1]$ .

**DEFINITION 1.3.** [25] Let  $\mathbf{m} \in (0, 1]$  and  $\mathcal{K} \subseteq \mathbb{R}$  be an interval. Then the real-valued function  $\psi : \mathcal{K} \rightarrow \mathbb{R}$  is said to be exponentially  $\mathbf{m}$ -convex if the inequality

$$e^{\psi[\tau\varsigma_1+\mathbf{m}(1-\tau)\varsigma_2]} \leq \tau e^{\psi(\varsigma_1)} + \mathbf{m}(1-\tau)e^{\psi(\varsigma_2)}$$

holds for all  $\varsigma_1, \varsigma_2 \in \mathcal{K}$  and  $\tau \in [0, 1]$ .

Now we introduce the concept of exponentially  $(\hbar, \mathbf{m})$ -convex functions as follows:

**DEFINITION 1.4.** Let  $\mathcal{J} \subseteq \mathbb{R}$  be an interval such  $(0, 1) \subseteq \mathcal{J}$  and  $\hbar : \mathcal{J} \rightarrow \mathbb{R}$  be a nonnegative real-valued function. Then the nonnegative real-valued function  $\psi : \mathcal{K} \rightarrow [0, \infty)$  is said to be exponentially  $(\hbar, \mathbf{m})$ -convex if the inequality

$$e^{\psi[\tau\varsigma_1+\mathbf{m}(1-\tau)\varsigma_2]} \leq \hbar(\tau)e^{\psi(\varsigma_1)} + \mathbf{m}\hbar(1-\tau)e^{\psi(\varsigma_2)}$$

holds for all  $\varsigma_1, \varsigma_2 \in \mathcal{K}$  and  $\tau \in [0, 1]$ .

DEFINITION 1.5. [16] Let  $\psi \in L_1[\varsigma_1, \varsigma_2]$ . The left and right sided Riemann-Liouville fractional integrals of order  $u > 0$  with  $\varsigma_1 \geq 0$  are given by

$$I_{\varsigma_1^+}^u \psi(\tau) = \frac{1}{\Gamma(u)} \int_{\varsigma_1}^{\tau} (\tau - \xi)^{u-1} \psi(\xi) d\xi \quad (\tau > \varsigma_1) \tag{1.3}$$

and

$$I_{\varsigma_2^-}^u \psi(\tau) = \frac{1}{\Gamma(u)} \int_{\tau}^{\varsigma_2} (\xi - \tau)^{u-1} \psi(\xi) d\xi \quad (\tau < \varsigma_2), \tag{1.4}$$

where  $\Gamma(x) = \int_0^\infty \tau^{x-1} e^{-\tau} d\tau$  is the classical Gamma function.

We now give the definition of the extended generalized Mittag-Leffler functions which is mainly due to [15]:

DEFINITION 1.6. Let  $\nu, \theta, j, \gamma, c \in \mathbb{C}$  such that  $\Re(\nu), \Re(\theta), \Re(j) > 0$  and  $\Re(c) > \Re(\gamma) > 0, \rho \geq 0, \eta > 0$  and  $0 < \zeta \leq \eta + \Re(\nu)$ . Then the extended generalized Mittag-Leffler function  $E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(t; \rho)$  is defined by

$$E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(\tau; \rho) = \sum_{n=0}^{\infty} \frac{\beta_\rho(\gamma + n\zeta, c - \gamma)(c)_{n\zeta}}{\beta(\gamma, c - \gamma)\Gamma(\nu n + \theta)} \frac{\tau^n}{(j)_{n\eta}}, \tag{1.5}$$

where the generalized beta function defined by

$$\beta_\rho(\chi_1, \chi_2) = \int_0^1 \tau^{\chi_1-1} (1 - \tau)^{\chi_2-1} e^{-\frac{\rho}{\tau(1-\tau)}} d\tau$$

and  $(c)_{n\zeta} = \Gamma(c + n\zeta)/\Gamma(c)$  is the Pochhammer symbol.

DEFINITION 1.7. Let  $\psi \in L[\varsigma_1, \varsigma_2], \nu, \theta, j, \gamma, c \in \mathbb{C}$  such that  $\Re(\nu), \Re(\theta), \Re(j) > 0, \Re(c) > \Re(\gamma) > 0, \rho \geq 0, \eta > 0, 0 < \zeta \leq \eta + \Re(\nu)$ . Then the extended generalized fractional integral operators  $\epsilon_{\nu, \theta, j, w, \varsigma_1^+}^{\gamma, \eta, \zeta, c} \psi$  and  $\epsilon_{\nu, \theta, j, w, \varsigma_2^-}^{\gamma, \eta, \zeta, c} \psi$  are defined by

$$\epsilon_{\nu, \theta, j, w, \varsigma_1^+}^{\gamma, \eta, \zeta, c} \psi(x; \rho) = \int_{\varsigma_1}^x (x - \tau)^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w(x - \tau)^\nu; \rho) \psi(\tau) d\tau \tag{1.6}$$

and

$$\epsilon_{\nu, \theta, j, w, \varsigma_2^-}^{\gamma, \eta, \zeta, c} \psi(x; \rho) = \int_x^{\varsigma_2} (\tau - x)^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w(\tau - x)^\nu; \rho) \psi(\tau) d\tau. \tag{1.7}$$

REMARK 1.1. Equations (1.6) and (1.7) are the generalization of some fractional integral operators. Indeed, we have

(1) If  $\rho = 0$ , then we get the fractional integral operators defined by Salim and Faraj in [40];

(2) If  $j = \eta = 1$ , then we get the fractional integral operators defined by Rahman et al. in [29];

(3) If  $\rho = 0$  and  $j = \eta = 1$ , then then we get the fractional integral operators defined by Srivastava and Tomovski in [42];

(4) If  $\rho = 0$  and  $j = \eta = \zeta = 1$ , then we get the fractional integral operators defined by Prabhakar in [28];

(5) if  $\rho = w = 0$ , then we get the two sided Riemann-Liouville fractional integrals.

The main motivation of this article is to figure the new  $HHI$  and  $HH$ -Fejér type inequalities for the exponentially  $(\hbar, \mathbf{m})$ -convex functions by the use of an extended Mittag-lefflers function.

## 2. main results

THEOREM 2.1. Suppose that  $0 < \varsigma_1 < \varsigma_2$ ,  $\mathbf{m} \in (0, 1]$  and  $\psi : [\varsigma_1, \varsigma_2] \rightarrow \mathbb{R}$  is a real-valued function such that  $\psi \in L_1[\varsigma_1, \varsigma_2]$ . If  $\psi$  is exponentially  $(\hbar, \mathbf{m})$ -convex and  $\hbar \in L_1[0, 1]$ , then the following inequalities for extended generalized fractional integral operators grips

$$\begin{aligned} & e^{\psi\left(\frac{\varsigma_1 + \mathbf{m}\varsigma_2}{2}\right)} \left( \varepsilon_{\nu, \theta, j, w', \varsigma_1^+}^{\gamma, \eta, \zeta, c} 1 \right) (\mathbf{m}\varsigma_2; \rho) \\ & \leq \hbar \left( \frac{1}{2} \right) \left[ \left( \varepsilon_{\nu, \theta, j, w', \varsigma_1^+}^{\gamma, \eta, \zeta, c} e^{\psi} \right) (\mathbf{m}\varsigma_2; \rho) + \mathbf{m}^{\theta+1} \left( \varepsilon_{\nu, \theta, j, w', \varsigma_2^-}^{\gamma, \eta, \zeta, c} e^{\psi} \right) \left( \frac{\varsigma_1}{\mathbf{m}}; \rho \right) \right] \\ & \leq \hbar \left( \frac{1}{2} \right) (\mathbf{m}\varsigma_2 - \varsigma_1)^\theta \left[ \mathbf{m} \left( \mathbf{m} e^{\psi\left(\frac{\varsigma_1}{\mathbf{m}}\right)} + e^{\psi(\varsigma_2)} \right) \left( \varepsilon_{\nu, \theta, j, w', 0^+}^{\gamma, \eta, \zeta, c} \hbar \right) (1; \rho) \right. \\ & \quad \left. + \left( e^{\psi(\varsigma_1)} + \mathbf{m} e^{\psi(\varsigma_2)} \right) \left( \varepsilon_{\nu, \theta, j, w', 1^-}^{\gamma, \eta, \zeta, c} \hbar \right) (0; \rho) \right], \end{aligned} \quad (2.1)$$

where  $w' = \frac{w}{(\mathbf{m}\varsigma_2 - \varsigma_1)^\theta}$ .

*Proof.* It follows the exponentially  $(\hbar, \mathbf{m})$ -convexity of  $\psi$  that

$$e^{\psi\left(\frac{x\mathbf{m}+y}{2}\right)} \leq \hbar \left( \frac{1}{2} \right) \left[ \mathbf{m} e^{\psi(x)} + e^{\psi(y)} \right]. \quad (2.2)$$

Let  $x = (1 - \tau)\frac{s_1}{\mathbf{m}} + \tau s_2$  and  $y = \mathbf{m}(1 - \tau)s_2 + \tau s_1$ . Then (2.2) leads to

$$e^{\psi\left(\frac{s_2\mathbf{m}+s_1}{2}\right)} \leq \hbar\left(\frac{1}{2}\right) \left[ \mathbf{m}e^{\psi\left((1-\tau)\frac{s_1}{\mathbf{m}}+\tau s_2\right)} + e^{\psi\left(\mathbf{m}(1-\tau)s_2+\tau s_1\right)} \right]. \tag{2.3}$$

If we multiply the above inequality by  $\tau^{\theta-1}E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho)$ , we get

$$\begin{aligned} & e^{\psi\left(\frac{s_1+\mathbf{m}s_2}{2}\right)} \int_0^1 \tau^{\theta-1} E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho) d\tau \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \tau^{\theta-1} E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho) \mathbf{m}e^{\psi\left((1-\tau)\frac{s_1}{\mathbf{m}}+\tau s_2\right)} d\tau \right. \\ & \quad \left. + \int_0^1 \tau^{\theta-1} E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho) e^{\psi\left(\mathbf{m}(1-\tau)s_2+\tau s_1\right)} d\tau \right]. \end{aligned} \tag{2.4}$$

Letting in the above  $x = (1 - \tau)\frac{s_1}{\mathbf{m}} + \tau s_2$  and  $y = \mathbf{m}(1 - \tau)s_2 + \tau s_1$ , then using (1.6) and (1.7), we have

$$\begin{aligned} & e^{\psi\left(\frac{s_1+\mathbf{m}s_2}{2}\right)} \left( \varepsilon_{\nu,\theta,j,w',s_1^+}^{\gamma,\eta,\zeta,c} 1 \right) (\mathbf{m}s_2; \rho) \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \left( \varepsilon_{\nu,\theta,j,w',s_1^+}^{\gamma,\eta,\zeta,c} e^\psi \right) (\mathbf{m}s_2; \rho) + \mathbf{m}^{\theta+1} \left( \varepsilon_{\nu,\theta,j,w'\mathbf{m}^\nu,s_2^-}^{\gamma,\eta,\zeta,c} e^\psi \right) \left( \frac{s_1}{\mathbf{m}}; \rho \right) \right]. \end{aligned} \tag{2.5}$$

Again by the exponentially  $(\hbar, m)$ -convexity of  $\psi$ , we obtain

$$\begin{aligned} & e^{\psi\left(\mathbf{m}(1-\tau)s_2+\tau s_1\right)} + \mathbf{m}e^{\psi\left((1-\tau)\frac{s_1}{\mathbf{m}}+\tau s_2\right)} \\ & \leq \mathbf{m}^2\hbar(1 - \tau)e^{\psi\left(\frac{s_1}{\mathbf{m}^2}\right)} + \mathbf{m}\hbar(\tau)e^{\psi(s_2)} + \mathbf{m}\hbar(1 - \tau)e^{\psi(s_2)} + \hbar(\tau)e^{\psi(s_1)} \\ & = \hbar(\tau) \left( \mathbf{m}e^{\psi(s_2)} + e^{\psi(s_1)} \right) + \mathbf{m}\hbar(1 - \tau) \left( \mathbf{m}e^{\psi\left(\frac{s_1}{\mathbf{m}^2}\right)} + e^{\psi(s_2)} \right). \end{aligned} \tag{2.6}$$

If we multiply (2.6) by  $\tau^{\theta-1}E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho)$  on both sides, then integrating over  $[0, 1]$ , we have

$$\begin{aligned} & \hbar\left(\frac{1}{2}\right) \left[ \int_0^1 \tau^{\theta-1} E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho) \mathbf{m}e^{\psi\left((1-\tau)\frac{s_1}{\mathbf{m}}+\tau s_2\right)} d\tau + \int_0^1 \tau^{\theta-1} E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho) e^{\psi\left(\mathbf{m}(1-\tau)s_2+\tau s_1\right)} d\tau \right] \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \mathbf{m} \left( \mathbf{m}e^{\psi\left(\frac{s_1}{\mathbf{m}^2}\right)} + e^{\psi(s_2)} \right) \int_0^1 \tau^{\theta-1} E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho) \hbar(1 - \tau) d\tau \right. \\ & \quad \left. + \left( e^{\psi(s_1)} + \mathbf{m}e^{\psi(s_2)} \right) \int_0^1 \tau^{\theta-1} E_{\nu,\theta,j}^{\gamma,\eta,\zeta,c}(w\tau^\nu; \rho) \hbar(\tau) d\tau \right]. \end{aligned} \tag{2.7}$$

By using (1.6) and (1.7), we get

$$\begin{aligned} & \hbar\left(\frac{1}{2}\right) \left[ \mathbf{m}^{\theta+1} \left( \varepsilon_{\nu, \theta, j, w', s_2^-}^{\gamma, \eta, \zeta, c} e^{\psi} \right) \left( \frac{s_1}{\mathbf{m}}; \rho \right) + \left( \varepsilon_{\nu, \theta, j, w', s_1^+}^{\gamma, \eta, \zeta, c} e^{\psi} \right) \left( \mathbf{m} s_2; \rho \right) \right] \quad (2.8) \\ & \leq \hbar\left(\frac{1}{2}\right) (\mathbf{m} s_2 - s_1)^\theta \left[ \mathbf{m} \left( \mathbf{m} e^{\psi\left(\frac{s_1}{\mathbf{m}^2}\right)} + e^{\psi(s_2)} \right) \left( \varepsilon_{\nu, \theta, j, w', 0^+}^{\gamma, \eta, \zeta, c} \hbar \right) (1; \rho) \right. \\ & \quad \left. + \left( e^{\psi(s_1)} + \mathbf{m} e^{\psi(s_2)} \right) \left( \varepsilon_{\nu, \theta, j, w', 1^-}^{\gamma, \eta, \zeta, c} \hbar \right) (0; \rho) \right]. \end{aligned}$$

From the above inequality and (2.5), establishing the result (2.1).  $\square$

**COROLLARY 2.1.** *If we put  $\rho = 0$  in (2.1), then we have*

$$\begin{aligned} & e^{\psi\left(\frac{s_1 + \mathbf{m} s_2}{2}\right)} \left( \varepsilon_{\nu, \theta, j, w', s_1^+}^{\gamma, \eta, \zeta, c} 1 \right) (\mathbf{m} s_2) \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \left( \varepsilon_{\nu, \theta, j, w', s_1^+}^{\gamma, \eta, \zeta, c} e^{\psi} \right) (\mathbf{m} s_2) + \mathbf{m}^{\theta+1} \left( \varepsilon_{\nu, \theta, j, w', s_2^-}^{\gamma, \eta, \zeta, c} e^{\psi} \right) \left( \frac{s_1}{\mathbf{m}} \right) \right] \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \mathbf{m} \left( \mathbf{m} e^{\psi\left(\frac{s_1}{\mathbf{m}^2}\right)} + e^{\psi(s_2)} \right) \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w \tau^\nu) \hbar(1 - \tau) d\tau \right. \\ & \quad \left. + \left( e^{\psi(s_1)} + \mathbf{m} e^{\psi(s_2)} \right) \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w \tau^\nu) \hbar(\tau) d\tau \right], \end{aligned}$$

where  $w' = \frac{w}{(\mathbf{m} s_2 - s_1)^\theta}$ .

**COROLLARY 2.2.** *If we put  $\hbar(\tau) = \tau$ ,  $\mathbf{m} = 1$  and  $\rho = 0$  in (2.1), then we get*

$$\begin{aligned} & e^{\psi\left(\frac{s_1 + s_2}{2}\right)} \left( \varepsilon_{\nu, \theta, j, w', s_1^+}^{\gamma, \eta, \zeta, c} 1 \right) (s_2) \\ & \leq \frac{\left( \varepsilon_{\nu, \theta, j, w', s_1^+}^{\gamma, \eta, \zeta, c} e^{\psi} \right) (s_2) + \left( \varepsilon_{\nu, \theta, j, w', s_2^-}^{\gamma, \eta, \zeta, c} e^{\psi} \right) (s_1)}{2} \\ & \leq \frac{e^{\psi(s_1)} + e^{\psi(s_2)}}{2} \left( \varepsilon_{\nu, \theta, j, w', s_2^-}^{\gamma, \eta, \zeta, c} 1 \right) (s_1), \end{aligned}$$

where  $w' = \frac{w}{(\mathbf{m} s_2 - s_1)^\theta}$ .



COROLLARY 2.3. *If we put  $\hbar(\tau) = \tau$  and  $\rho = 0$  in (2.1), then one has*

$$\begin{aligned} & e^{\psi\left(\frac{\varsigma_1 + \mathbf{m}\varsigma_2}{2}\right)} \left(\varepsilon_{\nu, \theta, j, w', \varsigma_1^+}^{\gamma, \eta, \zeta, c} 1\right) (\mathbf{m}\varsigma_2) \\ & \leq \mathbf{m}^{\theta+1} \frac{e^{\psi(\varsigma_2)} + \mathbf{m}e^{\psi\left(\frac{\varsigma_1}{\mathbf{m}}\right)}}{2} \left(\varepsilon_{\nu, \theta+1, j, w' \mathbf{m}^\nu, \varsigma_2^-}^{\gamma, \eta, \zeta, c} 1\right) \left(\frac{\varsigma_1}{\mathbf{m}}\right), \end{aligned}$$

where  $w' = \frac{w}{(\mathbf{m}\varsigma_2 - \varsigma_1)^\theta}$

COROLLARY 2.4. *If we put  $\hbar(\tau) = \tau$ ,  $\mathbf{m} = 1$  and  $\rho = w = 0$  in (2.1), then we get*

$$e^{\psi\left(\frac{\varsigma_1 + \varsigma_2}{2}\right)} \leq \frac{\Gamma(\theta + 1)}{2(\varsigma_2 - \varsigma_1)^\theta} \left[ J_{\varsigma_1^+}^\theta e^{\psi(\varsigma_2)} + J_{\varsigma_2^-}^\theta e^{\psi(\varsigma_1)} \right] \leq \frac{e^{\psi(\varsigma_1)} + e^{\psi(\varsigma_2)}}{2}$$

for  $\theta > 0$ .

REMARK 2.1. Letting  $\hbar(\tau) = \tau$  and  $\rho = w = 0$  in (2.1), then we attain Theorem 3.1 in [33].

REMARK 2.2. If we put  $\hbar(\tau) = \tau$ ,  $\mathbf{m} = 1, \theta = 1$  and  $\rho = w = 0$  in (2.1), then we get Theorem 2.1 in [22].

THEOREM 2.2. *Suppose that  $0 < \varsigma_1 < \varsigma_2$ ,  $\mathbf{m} \in (0, 1]$  and  $\psi : [\varsigma_1, \varsigma_2] \rightarrow \mathbb{R}$  be a real-valued function such that  $\psi \in L_1[\varsigma_1, \varsigma_2]$ . If  $\psi$  is an exponentially  $(\hbar, \mathbf{m})$ -convex function, then the following inequalities for the extended generalized fractional integral operators grips*

$$\begin{aligned} & e^{\psi\left(\frac{\varsigma_1 + \mathbf{m}\varsigma_2}{2}\right)} \left(\varepsilon_{\nu, \theta, j, w' 2^\nu, \left(\frac{\varsigma_1 + \mathbf{m}\varsigma_2}{2}\right)^+}^{\gamma, \eta, \zeta, c} 1\right) (\mathbf{m}\varsigma_2; \rho) \tag{2.9} \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \left(\varepsilon_{\nu, \theta, j, w' 2^\nu, \left(\frac{\varsigma_1 + \mathbf{m}\varsigma_2}{2}\right)^+}^{\gamma, \eta, \zeta, c} e^\psi\right) (\mathbf{m}\varsigma_2; \rho) + \mathbf{m}^{\theta+1} \left(\varepsilon_{\nu, \theta, j, w' (2\mathbf{m})^\nu, \left(\frac{\varsigma_1 + \mathbf{m}\varsigma_2}{2\mathbf{m}}\right)^-}^{\gamma, \eta, \zeta, c} e^\psi\right) \left(\frac{\varsigma_1}{\mathbf{m}}; \rho\right) \right] \\ & \leq \hbar\left(\frac{1}{2}\right) \frac{(\mathbf{m}\varsigma_2 - \varsigma_1)^\theta}{2^\theta} \left[ \mathbf{m} \left( \mathbf{m}e^{\psi\left(\frac{\varsigma_1}{\mathbf{m}}\right)} + e^{\psi(\varsigma_2)} \right) \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar\left(\frac{2-\tau}{2}\right) d\tau \right. \\ & \quad \left. + [e^{\psi(\varsigma_1)} + \mathbf{m}e^{\psi(\varsigma_2)}] \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar\left(\frac{\tau}{2}\right) d\tau \right], \end{aligned}$$

where  $w' = \frac{w}{(\mathbf{m}\varsigma_2 - \varsigma_1)^\nu}$ .

*Proof.* Since  $\psi$  is an exponentially  $(\hbar, \mathbf{m})$ -convex function, we obtain

$$e^{\psi\left(\frac{x\mathbf{m}+y}{2}\right)} \leq \hbar\left(\frac{1}{2}\right) [\mathbf{m}e^{\psi(x)} + e^{\psi(y)}].$$

Substituting in the above  $x = \frac{(2-\tau)\varsigma_1}{2} + \frac{\tau}{2}\varsigma_2$  and  $y = \mathbf{m}\frac{(2-\tau)\varsigma_2}{2} + \frac{\tau}{2}\varsigma_1$ , we get

$$e^{\psi\left(\frac{s_1+m s_2}{2}\right)} \leq \hbar\left(\frac{1}{2}\right)\left[e^{\psi\left(\frac{\tau}{2} s_1+\frac{2-\tau}{2} m s_2\right)}+\mathbf{m} e^{\psi\left(\frac{2-\tau}{2 m} s_1+\frac{\tau}{2} s_2\right)}\right]. \quad (2.10)$$

Multiplying (2.10) by  $\tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w \tau^{\nu}; \rho)$  on both sides and then integrating over  $[0, 1]$ , we have

$$\begin{aligned} & e^{\psi\left(\frac{s_1+m s_2}{2}\right)} \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w \tau^{\nu}; \rho) d \tau \\ & \leq \hbar\left(\frac{1}{2}\right)\left[\int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w \tau^{\nu}; \rho) \mathbf{m} e^{\psi\left(\frac{\tau}{2} s_1+\frac{2-\tau}{2} m s_2\right)} d \tau\right. \\ & \quad \left.+\int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w \tau^{\nu}; \rho) e^{\psi\left(\frac{2-\tau}{2} \frac{s_1}{m}+\frac{\tau}{2} s_2\right)} d \tau\right]. \end{aligned} \quad (2.11)$$

Putting  $u = \frac{\tau}{2} s_2 + \frac{(2-\tau)}{2} \frac{s_1}{m}$  and  $v = \mathbf{m} \frac{(2-\tau)}{2} s_2 + \frac{\tau}{2} s_1$ , then using (1.6) and (1.7), we get

$$\begin{aligned} & e^{\psi\left(\frac{s_1+m s_2}{2}\right)}\left(\varepsilon_{\nu, \theta, j, w' 2^{\nu},\left(\frac{s_1+m s_1}{2}\right)^+}^{\gamma, \eta, \zeta, c}\right)\left(\mathbf{m} s_2 ; \rho\right) \\ & \leq \hbar\left(\frac{1}{2}\right)\left[\left(\varepsilon_{\nu, \theta, j, w' 2^{\nu},\left(\frac{s_1+m s_2}{2}\right)^+}^{\gamma, \eta, \zeta, c}\right)\left(\mathbf{m} s_2 ; \rho\right)+\mathbf{m}^{\theta+1}\left(\varepsilon_{\nu, \theta, j, w'(2 m)^{\nu},\left(\frac{s_1+m s_2}{2 m}\right)^-}^{\gamma, \eta, \zeta, c}\right)\left(\frac{s_1}{m} ; \rho\right)\right]. \end{aligned}$$

Again by using the exponentially  $(\hbar, \mathbf{m})$ -convexity of  $\psi$ , we have

$$\begin{aligned} & e^{\psi\left(\frac{\tau}{2} s_1+\frac{2-\tau}{2} m s_2\right)}+\mathbf{m} e^{\psi\left(\frac{2-\tau}{2 m} s_1+\frac{\tau}{2} s_2\right)} \\ & \leq \hbar\left(\frac{\tau}{2}\right) e^{\psi\left(s_1\right)}+\mathbf{m} \hbar\left(\frac{2-\tau}{2}\right) e^{\psi\left(s_2\right)}+\mathbf{m} \hbar\left(\frac{\tau}{2}\right) e^{\psi\left(s_2\right)}+\mathbf{m}^2 \hbar\left(\frac{2-\tau}{2}\right) e^{\psi\left(\frac{s_1}{m^2}\right)} \\ & =\left[e^{\psi\left(s_1\right)}+\mathbf{m} e^{\psi\left(s_2\right)}\right] \hbar\left(\frac{\tau}{2}\right)+\mathbf{m} \hbar\left(\frac{2-\tau}{2}\right)\left[\mathbf{m} e^{\psi\left(\frac{s_1}{m^2}\right)}+e^{\psi\left(s_2\right)}\right]. \end{aligned} \quad (2.12)$$

Multiplying (2.12) by  $\hbar\left(\frac{1}{2}\right) \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w \tau^{\nu}; \rho)$  on both sides, then integrating over  $[0, 1]$ , we have

$$\begin{aligned} & \hbar\left(\frac{1}{2}\right) \left[ \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{\psi\left(\frac{\tau}{2}\varsigma_1 + \frac{2-\tau}{2}m\varsigma_2\right)} d\tau + m \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{\psi\left(\frac{2-\tau}{2m}\varsigma_1 + \frac{\tau}{2}\varsigma_2\right)} d\tau \right] \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \left[ e^{\psi(\varsigma_1)} + me^{\psi(\varsigma_2)} \right] \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar\left(\frac{\tau}{2}\right) d\tau \right. \\ & \quad \left. + m \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar\left(\frac{2-\tau}{2}\right) d\tau \left( me^{\psi\left(\frac{\varsigma_1}{m^2}\right)} + e^{\psi(\varsigma_2)} \right) \right]. \end{aligned} \tag{2.13}$$

By using (1.7) and (1.6), we get

$$\begin{aligned} & \hbar\left(\frac{1}{2}\right) \left[ \left( \varepsilon_{\nu, \theta, j, w'2^\nu, \left(\frac{\varsigma_1+m\varsigma_2}{2}\right)^+}^{\gamma, \eta, \zeta, c} e^{\psi} \right) (m\varsigma_2; \rho) + m^{\theta+1} \left( \varepsilon_{\nu, \theta, j, w'(2m)^\nu, \left(\frac{\varsigma_1+m\varsigma_2}{2m}\right)^-} e^{\psi} \right) \left( \frac{\varsigma_1}{m}; \rho \right) \right] \\ & \leq \hbar\left(\frac{1}{2}\right) \frac{(m\varsigma_2 - \varsigma_1)^\theta}{2^\theta} \left[ m \left( me^{\psi\left(\frac{\varsigma_1}{m^2}\right)} + e^{\psi(\varsigma_2)} \right) \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar\left(\frac{2-\tau}{2}\right) d\tau \right. \\ & \quad \left. + \left[ e^{\psi(\varsigma_1)} + me^{\psi(\varsigma_2)} \right] \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar\left(\frac{\tau}{2}\right) d\tau \right]. \end{aligned} \tag{2.14}$$

From the inequality (2.14), we get the required inequality (2.9). □

**COROLLARY 2.5.** *If we put  $\rho = 0$  in (2.9), then*

$$\begin{aligned} & e^{\psi\left(\frac{\varsigma_1+m\varsigma_2}{2}\right)} \left( \varepsilon_{\nu, \theta, j, w'2^\nu, \left(\frac{\varsigma_1+m\varsigma_2}{2}\right)^+}^{\gamma, \eta, \zeta, c} 1 \right) (m\varsigma_2) \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \left( \varepsilon_{\nu, \theta, j, w'2^\nu, \left(\frac{\varsigma_1+m\varsigma_2}{2}\right)^+}^{\gamma, \eta, \zeta, c} e^{\psi} \right) (m\varsigma_2) + m^{\theta+1} \left( \varepsilon_{\nu, \theta, j, w'(2m)^\nu, \left(\frac{\varsigma_1+m\varsigma_2}{2m}\right)^-} e^{\psi} \right) \left( \frac{\varsigma_1}{m} \right) \right] \\ & \leq \hbar\left(\frac{1}{2}\right) \frac{(m\varsigma_2 - \varsigma_1)^\theta}{2^\theta} \left[ m \left( me^{\psi\left(\frac{\varsigma_1}{m^2}\right)} + e^{\psi(\varsigma_2)} \right) \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar\left(\frac{2-\tau}{2}\right) d\tau \right. \\ & \quad \left. + \left[ e^{\psi(\varsigma_1)} + me^{\psi(\varsigma_2)} \right] \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar\left(\frac{\tau}{2}\right) d\tau \right], \end{aligned}$$

where  $w' = \frac{w}{(m\varsigma_2 - u)^\nu}$ .

COROLLARY 2.6. *If we put  $\hbar(\tau) = \tau$ ,  $\mathbf{m} = 1$  and  $\rho = 0$  in (2.9), then we get*

$$\begin{aligned} & e^{\psi\left(\frac{\varsigma_1+\varsigma_2}{2}\right)} \left(\varepsilon_{\nu,\theta,j,w',\varsigma_1^+}^{\gamma,\eta,\zeta,c} 1\right)(\varsigma_2) \\ & \leq \frac{1}{2} \left[ \left(\varepsilon_{\nu,\theta,j,w',\left(\frac{\varsigma_1+\varsigma_2}{2}\right)^-}^{\gamma,\eta,\zeta,c} e^{\psi}\right)(\varsigma_1) + \left(\varepsilon_{\nu,\theta,j,w',\left(\frac{\varsigma_1+\varsigma_2}{2}\right)^+}^{\gamma,\eta,\zeta,c} e^{\psi}\right)(\varsigma_2) \right] \\ & \leq \frac{e^{\psi(\varsigma_1)} + e^{\psi(\varsigma_2)}}{2} \left(\varepsilon_{\nu,\theta,j,w',\varsigma_2^+}^{\gamma,\eta,\zeta,c} 1\right)(\varsigma_1). \end{aligned}$$

COROLLARY 2.7. *Letting  $\hbar(\tau) = \tau$ ,  $m = 1$  and  $\rho = w = 0$  in (2.9), then we get*

$$\begin{aligned} e^{\psi\left(\frac{\varsigma_1+\varsigma_2}{2}\right)} & \leq \frac{2^{\theta+1}(\Gamma(\theta+1))}{(\varsigma_2-\varsigma_1)^\theta} \left[ I_{\left(\frac{\varsigma_1+\varsigma_2}{2}\right)^+}^\theta e^{\psi(\varsigma_2)} + I_{\left(\frac{\varsigma_1+\varsigma_2}{2}\right)^-}^\theta e^{\psi(\varsigma_1)} \right] \quad (2.15) \\ & \leq \frac{e^{\psi(\varsigma_1)} + e^{\psi(\varsigma_2)}}{2}. \end{aligned}$$

THEOREM 2.3. *Suppose that  $\mathbf{m} \in (0, 1]$ ,  $\hbar \in L[0, 1]$ ,  $0 < \varsigma_1 < \varsigma_2$ ,  $\psi : [\varsigma_1, \varsigma_2] \rightarrow \mathbb{R}$  and  $g : [\varsigma_1, \varsigma_2] \rightarrow [0, \infty)$  are two real-valued functions such that  $\psi, g \in L[\varsigma_1, \varsigma_2]$  and  $\psi(x) = \psi(\varsigma_1 + \mathbf{m}\varsigma_2 - \mathbf{m}x)$ . If  $\psi$  is an exponentially  $(\hbar, \mathbf{m})$ -convex function, then we have the following inequalities for extended generalized fractional integral:*

$$\begin{aligned} & e^{\psi\left(\frac{\varsigma_1+\mathbf{m}\varsigma_2}{2}\right)} \left(\varepsilon_{\nu,\theta,j,w'\mathbf{m}^\nu,\varsigma_2^-}^{\gamma,\eta,\zeta,c} e^g\right)\left(\frac{\varsigma_1}{\mathbf{m}}; \rho\right) \quad (2.16) \\ & \leq \hbar\left(\frac{1}{2}\right) (\mathbf{m}+1) \left(\varepsilon_{\nu,\theta,j,w'\mathbf{m}^\nu,\varsigma_2^-}^{\gamma,\eta,\zeta,c} e^{\psi g}\right)\left(\frac{\varsigma_1}{\mathbf{m}}; \rho\right) \\ & \leq \hbar\left(\frac{1}{2}\right) \frac{(\mathbf{m}\varsigma_2 - \varsigma_1)^\theta}{\mathbf{m}^\theta} \left[ m \left( \mathbf{m} e^{\psi\left(\frac{\varsigma_1}{\mathbf{m}}\right)} + e^{\psi(\varsigma_2)} \right) \left(\varepsilon_{\nu,\theta,j,w,0^+}^{\gamma,\eta,\zeta,c} \hbar\right)(1; \rho) \right. \\ & \quad \left. + \left( \mathbf{m} e^{\psi(\varsigma_2)} + e^{\psi(\varsigma_1)} \right) \left(\varepsilon_{\nu,\theta,j,w,1^-}^{\gamma,\eta,\zeta,c} \hbar\right)(0; \rho) \right]. \end{aligned}$$

*Proof.* Since  $\psi$  is an exponentially  $(\hbar, \mathbf{m})$ -convex, we have

$$e^{\psi\left(\frac{x+\mathbf{m}y}{2}\right)} \leq \hbar\left(\frac{1}{2}\right) \left[ \mathbf{m} e^{\psi(x)} + e^{\psi(y)} \right].$$

Putting in the above  $x = (1-\tau)\frac{\varsigma_1}{\mathbf{m}} + \tau\varsigma_2$  and  $y = \mathbf{m}(1-\tau)\varsigma_2 + \tau\varsigma_1$ , we get

$$e^{\psi\left(\frac{\varsigma_1+\mathbf{m}\varsigma_2}{2}\right)} \leq \hbar\left(\frac{1}{2}\right) \left[ \mathbf{m} e^{\psi\left((1-\tau)\frac{\varsigma_1}{\mathbf{m}} + \tau\varsigma_2\right)} + e^{\psi\left(\mathbf{m}(1-\tau)\varsigma_2 + \tau\varsigma_1\right)} \right]. \quad (2.17)$$

Multiplying (2.17) by  $\tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{g(\tau\varsigma_2 + (1-\tau)\frac{\varsigma_1}{\mathbf{m}})}$  on both sides, then integrating over  $[0, 1]$ , we have

$$\begin{aligned} & e^{\psi\left(\frac{\varsigma_1 + \mathbf{m}\varsigma_2}{2}\right)} \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{g(\tau\varsigma_2 + (1-\tau)\frac{\varsigma_1}{\mathbf{m}})} d\tau \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{g(\tau\varsigma_2 + (1-\tau)\frac{\varsigma_1}{\mathbf{m}})} \mathbf{m} e^{\psi\left((1-\tau)\frac{\varsigma_1}{\mathbf{m}} + \tau\varsigma_2\right)} d\tau \right. \\ & \quad \left. + \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{g(\tau\varsigma_2 + (1-\tau)\frac{\varsigma_1}{\mathbf{m}})} e^{\psi\left(\mathbf{m}(1-\tau)\varsigma_2 + \tau\varsigma_1\right)} d\tau \right]. \end{aligned}$$

Putting  $x = \tau\varsigma_2 + (1-\tau)\frac{\varsigma_1}{\mathbf{m}}$  in the above, then by the assumption  $\psi(x) = \psi(\varsigma_1 + \mathbf{m}\varsigma_2 - \mathbf{m}x)$ , we get

$$e^{\psi\left(\frac{\varsigma_1 + \mathbf{m}\varsigma_2}{2}\right)} (\varepsilon_{\nu, \theta, j, w', \mathbf{m}^\nu, \varsigma_2}^{\gamma, \eta, \zeta, c} e^g)\left(\frac{\varsigma_1}{\mathbf{m}}; \rho\right) \leq \hbar\left(\frac{1}{2}\right) (\mathbf{m} + 1) (\varepsilon_{\nu, \theta, j, w', \mathbf{m}^\nu, \varsigma_2}^{\gamma, \eta, \zeta, c} e^{\psi g})\left(\frac{\varsigma_1}{\mathbf{m}}; \rho\right).$$

Again by using exponentially  $(\hbar, m)$ -convexity of  $\psi$ , we have

$$\begin{aligned} & e^{\psi\left(\mathbf{m}(1-\tau)\varsigma_2 + \tau\varsigma_1\right)} + \mathbf{m} e^{\psi\left((1-\tau)\frac{\varsigma_1}{\mathbf{m}} + \tau\varsigma_2\right)} \tag{2.18} \\ & \leq \hbar(\tau) \left( \mathbf{m} e^{\psi(\varsigma_2)} + e^{\psi(\varsigma_1)} \right) + \mathbf{m} \hbar(1-\tau) \left( \mathbf{m} e^{\psi\left(\frac{\varsigma_1}{\mathbf{m}^2} + e^{\psi(\varsigma_2)}\right)} \right). \end{aligned}$$

Multiplying (2.18) by  $\hbar\left(\frac{1}{2}\right) \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{g(\tau\varsigma_2 + (1-\tau)\frac{\varsigma_1}{\mathbf{m}})}$  on both sides, then integrating over  $[0, 1]$ , we have

$$\begin{aligned} & \hbar\left(\frac{1}{2}\right) \left[ \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{g(\tau\varsigma_2 + (1-\tau)\frac{\varsigma_1}{\mathbf{m}})} e^{\psi\left((1-\tau)\mathbf{m}\varsigma_2 + \tau\varsigma_1\right)} d\tau \right. \\ & \quad \left. + \mathbf{m} \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) e^{g(\tau\varsigma_2 + (1-\tau)\frac{\varsigma_1}{\mathbf{m}})} e^{\psi\left((1-\tau)\frac{\varsigma_1}{\mathbf{m}} + \tau\varsigma_2\right)} d\tau \right] \\ & \leq \hbar\left(\frac{1}{2}\right) \left[ \left( \mathbf{m} e^{\psi(\varsigma_2)} + e^{\psi(\varsigma_1)} \right) \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar(\tau) d\tau \right. \\ & \quad \left. + \mathbf{m} \left( \mathbf{m} e^{\psi\left(\frac{\varsigma_1}{\mathbf{m}^2}\right)} + e^{\psi(\varsigma_2)} \right) \int_0^1 \tau^{\theta-1} E_{\nu, \theta, j}^{\gamma, \eta, \zeta, c}(w\tau^\nu; \rho) \hbar(1-\tau) d\tau \right]. \end{aligned}$$

By using (1.6) and (1.7), we get

$$\begin{aligned} & \hbar\left(\frac{1}{2}\right)(\mathbf{m}+1)\left(\varepsilon_{\nu,\theta,j,w',\mathbf{m}^{\nu},b^{-}}^{\gamma,\eta,\zeta,c}e^{\psi g}\right)\left(\frac{\varsigma_1}{\mathbf{m}};\rho\right) \\ \leq & \hbar\left(\frac{1}{2}\right)\frac{(\mathbf{m}\varsigma_2-\varsigma_1)^{\theta}}{\mathbf{m}^{\theta}}\left[m\left(\mathbf{m}e^{\psi\left(\frac{\varsigma_1}{\mathbf{m}^2}\right)}+e^{\psi(\varsigma_2)}\right)\left(\varepsilon_{\nu,\theta,j,w,0^{+}}^{\gamma,\eta,\zeta,c}\hbar\right)(1;\rho)\right. \\ & \left.+ \left(\mathbf{m}e^{\psi(\varsigma_2)}+e^{\psi(\varsigma_1)}\right)\left(\varepsilon_{\nu,\theta,j,w,1^{-}}^{\gamma,\eta,\zeta,c}\hbar\right)(0;\rho)\right]. \end{aligned}$$

From the above inequality and (2.18), we get the required inequality (2.16).  $\square$

**COROLLARY 2.8.** *If we put  $\rho = 0$  in (2.16), then we have*

$$\begin{aligned} & e^{\psi\left(\frac{\varsigma_1+\mathbf{m}\varsigma_2}{2}\right)}\left(\varepsilon_{\nu,\theta,j,w',\mathbf{m}^{\nu},\varsigma_2^{-}}^{\gamma,\eta,\zeta,c}e^g\right)\left(\frac{\varsigma_1}{\mathbf{m}}\right) \\ \leq & \hbar\left(\frac{1}{2}\right)(\mathbf{m}+1)\left(\varepsilon_{\nu,\theta,j,w',\mathbf{m}^{\nu},\varsigma_2^{-}}^{\gamma,\eta,\zeta,c}e^{\psi g}\right)\left(\frac{\varsigma_1}{\mathbf{m}}\right) \\ \leq & \hbar\left(\frac{1}{2}\right)\frac{(\mathbf{m}\varsigma_2-\varsigma_1)^{\theta}}{\mathbf{m}^{\theta}}\left[\mathbf{m}\left(\mathbf{m}e^{\psi\left(\frac{\varsigma_1}{\mathbf{m}^2}\right)}+e^{\psi(\varsigma_2)}\right)\left(\varepsilon_{\nu,\theta,j,w,0^{+}}^{\gamma,\eta,\zeta,c}\hbar\right)(1)\right. \\ & \left.+ \left(\mathbf{m}e^{\psi(\varsigma_2)}+e^{\psi(\varsigma_1)}\right)\left(\varepsilon_{\nu,\theta,j,w,1^{-}}^{\gamma,\eta,\zeta,c}\hbar\right)(0)\right]. \end{aligned}$$

By applying Theorem 2.3 similar relations can be established we leave it for the readers.

### Acknowledgements

The authors would like to thank the Rector, COMSATS Institute of Information Technology, Pakistan, for providing excellent research and academic environments. Authors are grateful to the referees for their valuable comments and suggestions.

### Conflicts of Interest:

The authors declare that there are no conflicts of interest regarding the publication of this paper.

## References

- [1] G. Alirezaei and R. Mathar, *On exponentially concave functions and their impact in information theory*, J. inform. Theory. Appl **9** (5)(2018), 265–274.
- [2] M. U. Awan, M. A. Noor, and K. I. Noor, *Hermite-Hadamard inequalities for exponentially convex functions*, Appl. Math. Inf. Sci. **12** (2) (2018), 405–409.
- [3] M. U. Awan, M. A. Noor, M. V. Mihai, K. I. Noor, and A. G. Khan, *Some new bounds for Simpson’s rule involving special functions via harmonic  $h$ -convexity*, J. Nonlinear Sci. Appl., **10** (4) (2017), 1755–1766.
- [4] A. G. Azpeitia, *Convex functions and the Hadamard inequality*, Rev. Colombiana Mat., **28** (1) (1994), 7–12.
- [5] S. N. Bernstein, *Sur les fonctions absolument monotones*, Acta Math. **52** (1929), 1–66.
- [6] G. Cristescu, M. A. Noor, K. I. Noor, and M. U. Awan, *Some inequalities for functions having Orlicz-convexity*, Appl. Math. Comput., **273** (2016), 226–236.
- [7] Deepmala, *A Study on Fixed Point Theorems for Nonlinear Contractions and its Applications*, Ph.D. Thesis, Pt. Ravishankar Shukla University, Raipur 492 010, Chhatisgarh, India, (2014).
- [8] M. R. Delavar and S. S. Dragomir, *On  $\eta$ -convexity*, Math. Inequal. Appl., **20** (1)(2017), 203–216.
- [9] S. S. Dragomir, *On some new inequalities of Hermite-Hadamard type for  $m$ -convex functions*, Tamkang J. Math., **33** (1) (2002), 55–65.
- [10] S. S. Dragomir and I. Gomm, *Some Hermite-Hadamard type inequalities for functions whose exponentials are convex*, Stud. Univ. Babeş-Bolyai Math. **60** (4) (2015), 527–534.
- [11] S. S. Dragomir and Gh. Toader, *Some inequalities for  $m$ -convex functions*, Studia Univ. Babeş-Bolyai Math., **38** (1) (1993), 21–28.
- [12] G. Farid, A. U. Rehman, V. N. Mishra, S. Mehmood, *Fractional Integral Inequalities of Gruss Type via Generalized Mittag-Leffler Function*, Int. J. Anal. Appl., **17** (4) (2019), 548–558.
- [13] J. Hadamard, *Étude sur les propriétés des fonctions entières et en particulier d’une fonction considérée par Riemann*, J. Math. Pures Appl. **58** (1893), 171–215.
- [14] İ. İşcan, *Hermite-Hadamard-Fejér type inequalities for convex functions via fractional integrals*, Stud. Univ. Babeş-Bolyai Math., **60** (3) (2015), 355–366.
- [15] A. A. Kilbas and A. A. Koroleva, *Integral transform with the extended generalized Mittag-Leffler function*, Math. Model. Anal., **11** (2) (2006), 173–186.
- [16] A. A. Kilbas, H. M. Srivastava and J. J. Trujillo, *Theory and applications of fractional differential equations (North-Holland Mathematics Studies)*, New York, USA, 204 (2006).
- [17] M. A. Latif, *Estimates of Hermite-Hadamard inequality for twice differentiable harmonically-convex functions with applications*, Punjab Univ. J. Math. **50** (1) (2018), 1–13.

- [18] L. N. Mishra, Q. U. Ain, G. Farid, A. U. Rehman, *k*-fractional integral inequalities for  $(h - m)$ -convex functions via Caputo *k*-fractional derivatives, *Korean J. Math.* **27** (2) (2019), 357–374.
- [19] L. N. Mishra, *On existence and behavior of solutions to some nonlinear integral equations with applications*, Ph.D. Thesis, National Institute of Technology, Silchar 788 010, Assam, India, (2017).
- [20] C. P. Niculescu, *Convexity according to means*, *Math. Inequal. Appl.* **6** (4) (2003), 571–579.
- [21] D. Nie, S. Rashid, A. O. Akdemir, D. Baleanu and J. -B. Liu, *On some new weighted inequalities for differentiable exponentially convex and exponentially quasi-convex functions with applications*, *Mathematics*, **727** (7) (2019); doi:10.3390/math7080727.
- [22] M. A. Noor, K. I. Noor, and S. Rashid, *On exponentially  $r$ -convex functions and inequalities*, (2019), (in press).
- [23] M. A. Noor and K. I. Noor, *Strongly exponentially convex functions*, *U.P.B. Bull. Ser. A Appl. Math. Phys.*, 81/82 (2019) (in press).
- [24] M. A. Noor and K. I. Noor, *Some properties of exponentially preinvex functions*, *FACTA Univer(NIS)* **34** (4) (2019), (in press).
- [25] M. A. Noor, K. I. Noor and S. Rashid, *Some new classes of preinvex functions and inequalities*, *Mathematics*, **29** (7) (2019); doi:10.3390/math7010029.
- [26] M. E. Özdemir, M. Avci, and E. Set, *On some inequalities of Hermite-Hadamard type via  $m$ -convexity*, *Appl. Math. Lett.*, **23** (9) (2010), 1065–1070.
- [27] S. Pal and T. K. L. Wong., *On exponentially concave functions and a new information geometry*, *Annals. Prob.*, **46** (2) (2018), 1070–1113.
- [28] T. P. Prabhakar, *A singular integral equation with a generalized Mittag Leffler function in the kernel*, *Yokohama Math. J.*, **19** (1971), 7–15.
- [29] G. Rahman, D. Baleanu, M. Al Qurashi, S. D. Purohit, S. Mubeen, and M. Arshad, *The extended Mittag-Leffler function via fractional calculus*, *J. Nonlinear Sci. Appl.*, **10** (8) (2017), 4244–4253.
- [30] A. Ur. Rehman, G. Farid, V.N. Mishra, *Generalized convex function and associated Petrović's inequality*, *Int. J. Anal. Appl.* **17** (1) (2019), 122–131.
- [31] S. Rashid, T. Abdeljawad, F. Jarad, M. A. Noor, *Some estimates for generalized Riemann-Liouville fractional integrals of exponentially convex functions and their applications*, *Mathematics* **807** (7) (2019); doi:10.3390/math7090807.
- [32] S. Rashid, A. O. Akdemir, F. Jarad, M. A. Noor, K. I. Noor, *Simpson's type integral inequalities for  $k$ -fractional integrals and their applications*, *AIMS. Math.* **4** (4) (2019), 1087–1100; doi: 10.3934/math.2019.4.1087.
- [33] S. Rashid, M. A. Noor, and K. I. Noor, *Fractional exponentially  $m$ -convex functions and inequalities*, *Inter. J. Anal. Appl.* **17** (3) (2019), 464–478.
- [34] S. Rashid, M.A. Noor and K. I. Noor, *Some generalize Riemann-Liouville fractional estimates involving functions having exponentially convexity property*, *Punjab. Univ. J. Math*, **51** (11) (2019), 01–15.
- [35] S. Rashid, M. A. Noor, and K. I. Noor, *New estimates for exponentially convex functions via conformable fractional operator*, *Fractal Fract.* **19** (3) (2019); doi:10.3390/fractalfract3020019.



- [36] S. Rashid, M. A. Noor, and K. I. Noor, *Inequalities pertaining fractional approach through exponentially convex functions*, *Fractal Fract.* **37** (3) (2019); doi:10.3390/fractalfract3030037.
- [37] S. Rashid, M. A. noor and K. I. Noor, *Modified exponential convex functions and inequalities*, *Open. Access. J. Math. Theor. Phy* **2** (2) (2019), 45–51.
- [38] S. Rashid, M. A. Noor, K. I. Noor and A. O. Akdemir, *Some new generalizations for exponentially  $s$ -convex functions and inequalities via fractional operators*, *Fractal Fract.* **24** (3) (2019); doi:10.3390/fractalfract3020024.
- [39] S. Rashid, M. A. Noor and K. I. Noor, F. Safdar, *Integral inequalities for generalized preinvex functions*, *Punjab. Univ. J. Math.*, **51** (10) (2019), 77–91.
- [40] T. O. Salim and A. W. Faraj, *A generalization of Mittag-Leffler function and integral operator associated with fractional calculus*, *J. Fract. Calc. Appl.* **3** (5) (2012), 1–13.
- [41] E. Set, A. O. Akdemir, and I. Mumcu, *Hermite-Hadamard's inequality and its extensions for conformable fractional integrals of any order  $\alpha > 0$* , *Creat. Math. Inf.*, **27** (2018), 197–206.
- [42] H. M. Srivastava and Ž. Tomovski, *Fractional calculus with an integral operator containing a generalized Mittag-Leffler function in the kernel*, *Appl. Math. Comput.*, **211** (1) (2009), 198–210.
- [43] Gh. Toader, *Some generalizations of the convexity*, in: *Proceedings of the colloquium on approximation and optimization* (Cluj-Napoca, 1985), Univ. Cluj-Napoca, Cluj-Napoca, (1985), 329–338.
- [44] M. Tomer, E. Set and M. Z. Sarikaya, *Hermite Hadamard type Riemann-Liouville fractional integral inequalities for convex functions*, *AIP Conference Proceedings*, (2016), Art Id:1726,020035.
- [45] R. Vandana, Deepmala, L. N. Mishra, V. N. Mishra, *Duality relations for a class of a multiobjective fractional programming problem involving support functions*, *American J. Operations Research*, **8** (2018), 294–311, doi: 10.4236/ajor.2018.84017.
- [46] S. Varošanec, *On  $h$ -convexity*, *J. Math. Anal. Appl.* **326** (1) (2007), 303–311.

**Saima Rashid**

Department of Mathematics  
COMSATS University Islamabad, Pakistan  
*E-mail*: [saimarashid@gcuf.edu.pk](mailto:saimarashid@gcuf.edu.pk)

**Muhammad Aslam Noor**

Department of Mathematics  
COMSATS University Islamabad, Pakistan  
*E-mail*: [noormaslam@gmail.com](mailto:noormaslam@gmail.com)

**Khalida Inayat Noor**

Department of Mathematics  
COMSATS University Islamabad, Pakistan  
*E-mail*: [khalidan@gmail.com](mailto:khalidan@gmail.com)