## ARENS REGULARITY OF THE ORLICZ FIGÀ-TALAMANCA HERZ ALGEBRA

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Let G be a locally compact group. The *p*-version (1 of theFourier algebra is called as Figà-Talamanca Herz algebra and is denoted $by <math>A_p(G)$ . For p = 2,  $A_p(G)$  coincides with the Fourier algebra A(G). It is well known that Orlicz spaces are the natural generalization of the classical  $L^p$ -spaces. Let  $A_{\Phi}(G)$  be the Orlicz-version of the Figà-Talamanca Herz algebra of G associated with a Young function  $\Phi$ . As Arens regularity is an important tool to study groups with the help of certain Banach algebras related to it; we show that if  $A_{\Phi}(G)$  is Arens regular, then G is discrete. This generalizes the result by Forrest about the Arens regularity of the  $A_p(G)$  algebras. We also show that  $A_{\Phi}(G)$  is finite-dimensional if and only if G is finite. Further, for amenable groups, we show that  $A_{\Phi}(G)$  is reflexive if and only if G is finite, under the assumption that the associated Young function  $\Phi$  satisfies the MA-condition.