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Ievgen (Eugene) Bilokopytov* (bilokopi@myumanitoba.ca), 10-166 River Avenue, Winnipeg, MB R3L 0A9, Canada. *Maximum modulus principle for multipliers.*

In this talk I will show that (not necessarily holomorphic) multipliers of a wide class of normed spaces of continuous functions over a connected Hausdorff topological space cannot attain their multiplier norms, unless they are constants. A corollary of this fact is that every non-trivial contractive multiplication operator has to be completely non-unitary. If the time allows I will present another proof of that fact using Birkhoff orthogonality. (Received March 01, 2020)