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Microeconomics

DEFINITION

Microeconomics

- It is a branch of science that looks at specific economic units. At this level of analysis, the economist observes the details of an economic unit, or very small segment of the economy. It also deals with an individual industry firm, or household, price of a specific product, the number of workers employed by a single firm, the revenue or income of a particular firm, government entity, or family. (McConnell, Campbell R. (2005). **Microeconomics**. 16th ed. Boston: McGraw-Hill)
- It is the study of how individuals and firms make themselves as well off as possible in a world of scarcity and the consequences of those individual decisions for markets and the entire economy. It also deals with the examination of how individual consumers and firms make decisions and how the interaction of many individual decisions affects markets. Furthermore, it deals with the allocation of scarce resources. (Perloff, Jeffrey M. (2004). **Microeconomics**. 3^d ed. Boston: Pearson.)
- It is the branch of economics that analyzes the market behavior of individual consumers and firms in an attempt to understand the decision-making process of firms and households. It is concerned with the interaction between individual buyers and sellers and the factors that influence the choices made by buyers and sellers. In particular, microeconomics focuses on patterns of supply and demand and the determination of price and output in individual markets (e.g. coffee industry). (<http://www.investopedia.com/terms/m/microeconomics.asp>)
- Microeconomics (from Greek prefix mikro-meaning “small”) is a branch of economics that studies the behavior of individuals and firms in making decisions regarding the allocation of limited resources. Typically, it applies to markets where goods or services are bought and sold. Microeconomics examines how these decisions and behaviors affect the supply and demands for goods and services, which determines prices, and how prices, in turn, determine the quality supplied and quantity demanded of goods and services. (<https://en.wikipedia.org/wiki/Microeconomics>)

BOOKS

Circulation Section
3rd Floor

Arnold, Roger A. (2014). **Microeconomics**. 11th ed. Cir 338.5 Ar758 2014

Ayers, Ronald M. (2004). **Microeconomics : explore and apply**. Enhanced ed. Cir 338.5 Ay977.Cir 338.5 Ay977

Bergstrom, Theodore C. (2000). **Experiments with economic principles : microeconomics**. 2nd ed. Cir 338.5 B499 2000

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- O'Sullivan, Arthur (2012) **Microeconomics : principles, applications, and tools.** 7th ed. Cir 338.5 Os85 2012
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Tucker, Irvin B. (2000). **Microeconomics for today**. 2nd ed. Cir 338.5 T892 2000

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Filipiniana Section
2nd floor

Pagaduan, Martina B. **(2011) Microeconomics : price theory**. Fil 338.5 P128

AUDIO-VISUAL MATERIALS

Audio-Visual Area
2nd floor, University Library

Microeconomics : understanding the market
c2011 Published by VEA, Bendigo, Vic.
DVD 338.5 M626

ELECTRONIC JOURNALS

Accessible thru HAU Library Webpage
Proquest Central

- Journal of Economic and Economic Education Research
- Journal of Economic Education
- Business Education and Accreditation
- Journal of Economics
- The Australian Economic Review
- The International Business and Economics Research Journal
- Journal of Economics and Management

ELECTRONIC BOOKS

Accessible Thru HAU Library Webpage
EBRARY

- Hlavacek, Jiri. (2014) **Generalized microeconomics**
- Maurya, M.L. (2008) **Modern Microeconomics : Theory and Applications**
- Burkett, John P. (2006) **Microeconomics : Optimization, experiments and behavior**

INTERNET RESOURCES

Multimedia/CD-Rom Station Internet Workstation
2nd and 3rd Floor, University Library

Intermediate microeconomics with excel by Humberto Barreto
Retrieved on September 28, 2015 from <http://www.depauw.edu/learn/microexcel/>

This web site supports Intermediate Microeconomics with Microsoft Excel, Cambridge University Press, 2009. This book is based on the idea that there is a particular framework used by economist to interpret observed reality. This framework has been called the economic way of thinking, the economic approach, and the method of economics.

Microeconomics by EconGuru Economic Site

Retrieved on January 16, 2014 from <http://www.econguru.com/micro/>

This site provide comprehensive explanation of the subject. It also provides basic concept and definition; textbooks and articles.

Microeconomics by Arnold C. Harberger from the Concise Encyclopedia of Economics

Retrieved January 16, 2014 from <http://www.econlib.org/library/Enc/Microeconomics.html>

The Library of Economics and Liberty carries the popular *Concise Encyclopedia of Economics*, edited by David R. Henderson. This highly acclaimed economics encyclopedia was first published in 1993 under the title *The Fortune Encyclopedia of Economics*. It features easy-to-read articles by over 150 top economists, including Nobel Prize winners, over 80 biographies of famous economists, and many tables and charts illustrating economics in action. With David R. Henderson's permission and encouragement, the Econlib edition of this work includes links, additions, and corrections.

Principles of Microeconomics from Prenhall.com.

Retrieved on January 16, 2014 from http://wps.prenhall.com/bp_case_micro_8/

This a companion website of the book, Principles of Microeconomics, Eighth edition. It contains self-study quizzes and other resources to support your work on the said book whose first seven chapters are downloadable as PDFs.

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