URBAN ECONOMIC ANALYSIS 
AND MANAGEMENT

VICTOR S VENIDA, PhD
DEPARTMENT OF ECONOMICS
ATENEO DE MANILA UNIVERSITY
• Allocation of scarce resources
• Among alternative uses
• To attain desired ends
CITIES AS MULTI-FUNCTIONAL

- Place of work
- Place of residence
- Investment site
- Tourist destination
- Center of amenities and leisure
- Cultural/educational center
- Space restrictions
URBAN ECONOMIC ANALYSIS AND MANAGEMENT
URBAN ECONOMIC ANALYSIS AND MANAGEMENT
An Areté Production

in partnership with

The Department of Communication, Loyola Schools
and the Eugenio Lopez Jr
Center for Multimedia Communication
Executive Producer

Areté

Executive Producers

Ma Mercedes T Rodrigo, PhD
Ricardo G Abad, PhD
D Cortezano

VICTOR S VENIDA, PhD
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Producer: Maitel Ladrido, PhD
Line Producer: Aaron R Vicencio
Lecture Director: Dennis Temporal
Technical Director: Glen Charles Lopez
Director of Photography & Production Designer: D Cortezano
Talent Coordinator

Ivy Baggao

Make-up

D Cortezano
Adriane Ungriano

Areté Office

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RJ Adarlo
Editor: Jeffrey Lorenzo

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Graphic Assets Team: Smile M Indias, Glen Charles Lopez, Aaron R Vicencio

Teleprompter: John Robert Yam

VICTOR S VENIDA, PhD
URBAN ECONOMIC ANALYSIS AND MANAGEMENT
Areté Theater Crew

Adriane Ungriano
Jethro Nibaten
John Robert Yam
Justine Ray Santos
Nilo Beriarmente
Rey Sotto
RJ Adarlo
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& Eugenio Lopez Jr,
Center for Multimedia Communication

Alejandro Adolfo
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