

# Véronique BUISSON

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Pays d'origine: France

## FORMATION

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| 1984 | Doctorat en Economie et Finance Internationales, Université Paris Dauphine-PSL, France           |
| 1981 | Diplôme d'Arabe littéral, Institut National des Langues et Civilisations Orientales, France      |
| 1980 | Diplôme d'Etudes Approfondies (DEA) en Economie Monétaire, Université Paris Dauphine-PSL, France |
| 1978 | MSc of Science in Management, ESCP EUROPE, France  |

## EXPERIENCE PROFESSIONNELLE

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### Positions académiques principales

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| 2006 - Présent | Professeur enseignant associé, ESSEC Business School, France   |
| 1996 - 2006    | Professeur enseignant assistant, ESSEC Business School, France |

### Autres affiliations académiques

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| 1980 - 1982 | Autre, Université Paris Dauphine-PSL, France |
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### Autres expériences professionnelles

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| 1991 - 1993 | Directeur de projet, Lion Propeco, France                 |
| 1985 - 1991 | Attaché financier, French Board for Foreign Trade, France |

## PUBLICATIONS

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### Etudes de cas publiées

- BUISSON, V. (2025). A Carbon Capture and Storage (CCS) Project in the USA. ESSEC Business School.
- BUISSON, V. (2025). Truck MT1MT2: A New Open Toll Motorway in Truckland. ESSEC Business School.
- BUISSON, V. (2025). Exchange Rate & Interest Rate Risk: The KTUS Case. ESSEC Business School.
- BUISSON, V. (2025). Solar Panels in a Nigerian Hospital (Lagos and Katsina). ESSEC Business School.

BUISSON, V. (2021). Renewable energies in sub-Saharan Africa solar panels for a filling station in Lagos, Nigeria. ESSEC Business School.

BUISSON, V. (2018). Sakura: a Finance Fragrance with a Drop of Marketing. ESSEC Business School.

BUISSON, V. (2016). The Golden Plover Export Finance Case: part II Long Term Financing Solutions (2). ESSEC Business School.

BUISSON, V. (2016). The Golden Plover Export Finance: Short term financing solutions (Part 1). ESSEC Business School.

BUISSON, V. (2012). Case study of an IPO on Euronext. ESSEC Business School.

BUISSON, V. (2012). The Home Sweet Home case: LBO, exit values and irr in the french real estate asset management market. ESSEC Business School.

BUISSON, V. (2009). The Petit Cottage LBO Case. ESSEC Business School.

## ACTIVITES PROFESSIONNELLES

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### Consulting

1985 - Présent Consultant en moyens de paiement à l'international , financement des exportations et Consensus OCDE, financement des investissements à l'étranger, garanties publiques prospection, export et investissement( notamment avec le CFEI, Centre de Formation aux Echanges Internationaux du groupe COFACE