Véronique BUISSON

Professeur enseignant associé
Département: Finance
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: buisson@essec.edu
Numéro de téléphone: +33 (0)1 34 43 28 67
Pays d'origine: France

FORMATION

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

Positions académiques principales

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

Autres affiliations académiques

1980 - 1982	Autre, Université Paris Dauphine-PSL, France

Autres expériences professionnelles

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

PUBLICATIONS

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

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