

Véronique BUISSON
Associate Teaching Professor

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Department: Finance
Campus de Cergy

DIPLOMAS

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|------|---|
| 1984 | Doctorat in Economics and International Finance
(Université Paris Dauphine-PSL France) |
| 1980 | Diplôme d'Etudes Approfondies (DEA)
(Université Paris Dauphine-PSL France) |
| 1981 | Diploma
(Institut National des Langues et Civilisations Orientales France) |
| 1978 | MSc of Science in Management
(ESCP EUROPE France) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

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|-------------------|---|
| 1996 - 2006-08-31 | Assistant Teaching Professor (ESSEC Business School France) |
| 2006 - Now | Associate Teaching Professor (ESSEC Business School France) |

PROFESSIONAL APPOINTMENTS

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|-------------------|--|
| 1985 - 1991-03-15 | Financial Advisor, Finance Advisory Department (French Board for Foreign Trade France) |
| 1991 - 1993-12-31 | Project Manager (Lion Propeco France) |

OTHER ACADEMIC APPOINTMENTS

PUBLICATIONS

PUBLISHED CASES

[BUISSON, V. \(2012\). Case study of an IPO on Euronext. 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. \(2012\). 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.](#)

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

[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.](#)

PROFESSIONAL ACTIVITIES

Consulting

1985 - Now:

Consultant in international finance (COFACE, Ministries, firms and others),
mostly in the framework of executive training programs