

MARCOS BALMACEDA

PERSONAL INFORMATION

Address: Naamsestraat 69, 3000 Leuven, Belgium
Citizenship: Chilean, Italian

Email: marcos.balmaceda@kuleuven.be
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EDUCATION

Ph.D. in Business Economics, <i>KU Leuven</i>	2027 (<i>expected</i>)
Committee: <i>S. Kelchtermans, B. Leten, M. Mödl, R. Belderbos, E. Melero</i>	
Doctum Colloquium in Business Economics (<i>Magna Cum Laude</i>), <i>KU Leuven</i>	2024
M.Sc. in Economics and Finance (<i>Magna Cum Laude</i>), <i>Universitat Pompeu Fabra</i>	2023
Prof. Degree in Business Engineering (<i>First Class Honours</i>), <i>Universidad de Chile</i>	2016
B.A. in Economics (<i>First Class Honours</i>), <i>Universidad de Chile</i>	2015
Visiting student, <i>Aalto University</i>	2014

FIELDS OF INTEREST

Innovation Economics, Entrepreneurship, Strategy, Organizational Economics.

AFFILIATIONS

Innovation Growth Lab (IGL), Research Network Member	2025–present
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WORK IN PROGRESS

- [1] The Effect of Beliefs on Generative-AI Adoption by Entrepreneurs (with J. Ronconi).
- [2] Platform Certification as a Substitute for Reputation: Evidence from Mandatory AI Disclosure (with M. Mödl).
- [3] Technology Licensing and Outward Inventor Mobility: The Role of Relational Contracting (with B. Leten, S. Kelchtermans, & E. Melero).
- [4] AI-Tutors and Entrepreneurial Skill Development: Evidence from Job-Seeker Training in France (with T. Åstebro, B. Crépon, M. Mensmann, M. Schulte, & A. Funck).
- [5] Scaling Soft Skills Training in Latin America in Secondary Schools (with I. Asanov, T. Åstebro, E. Brunskill, G. Buenstorf, M. Mensmann, L. Dinarte-Diaz, & A. Noha).
- [6] AI Training for Micro-Entrepreneurs (with J. Ronconi).
- [7] Network Spillovers and Digital Tool Adoption: Evidence from German Startups (with H. Hottenrott & M. Pellens).
- [8] Navigating Bureaucracy and Firm Growth: Evidence from Chilean Entrepreneurs. (with J. Bisset).

CONFERENCE PROCEEDINGS

Balmaceda, M. & Mödl, M. (2025). From Choice to Mandate: Artificial Intelligence Disclosure as a Pseudo-Certification Scheme. *Academy of Management Proceedings*, 2025 (1), 17677.

PRE-PHD WORK

Balmaceda, M., Hernández, L., & Alfaro, J. (2024). El costo económico de la delincuencia: Chile 2013-2022. *Estudios Públicos*, (175), 37-80.

TEACHING EXPERIENCE

KU Leuven	2025–2026
Teaching Assistant. Managerial Economics (Undergraduate level)	

Teaching Assistant. Technology, Trends, and Opportunities (Graduate level) Master's Thesis Supervisor and Evaluator	2024–2026 2023–present
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Universidad Austral de Chile Instructor Professor. General Economics (Undergraduate level)	Fall 2020
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Universidad de Chile Teaching Assistant. Political Economy (Undergraduate level) Teaching Assistant. Development Economics (Undergraduate level) Teaching Assistant. Industrial Organization (Undergraduate level)	Fall 2015 Spring 2014 Fall 2013
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GRANTS & SCHOLARSHIPS	Full Doctoral Scholarship - <i>KU Leuven</i> 2023–2027
	Conference Expenses - <i>ION Management Science Lab at HEC Paris</i> 2025
	Travel Bursary Award - <i>Conference on Field Experiments in Strategy (CFXS)</i> 2025
	Travel Grant for International Conference - <i>Research Foundation – Flanders (FWO)</i> 2025
	Merit-Based Master's Tuition Scholarship - <i>Universitat Pompeu Fabra – BSE</i> 2023

PRESENTATIONS	2025: Conference on Field Experiments in Strategy (San Francisco); MSI Doctoral Seminar (KU Leuven); Summer School on Data and Algorithms for ST&I Studies (KU Leuven); Academy of Management (Copenhagen); European Policy for Intellectual Property (U. Antwerp); Belgian Entrepreneurship Research Day (U. Namur) 2023: Chilean Public Policy Society (Santiago)
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PROFESSIONAL EXPERIENCE	Researcher - <i>CLAPES UC (Pontificia Universidad Católica de Chile)</i> 2023
	Regional Manager - <i>FPP (Think Tank)</i> 2020–2021
	Economic Advisor - <i>Ministry of Women and Gender Equality (Gobierno de Chile)</i> 2018–2020
	Research Associate - <i>LyD (Think Tank)</i> 2017–2018
	Business Intelligence Engineer - <i>Ultramar Group (Maritime Holding)</i> 2016–2017
	Intern - <i>Central Bank of Chile</i> 2014

OTHERS	Research Assistance: Graduate: Universitat de Barcelona (for P.I. Elisabet Viladecans-Marsal) 2022–2023 Undergraduate: Universidad de Chile (for P.I. Eugenio Figueroa) 2014 Languages: Spanish (Native), English (Fluent)
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REFERENCES	Prof. Stijn Kelchtermans KU Leuven stijn.kelchtermans@kuleuven.be	Prof. Bart Leten KU Leuven & Hasselt bart.leten@kuleuven.be
	Prof. Thomas Åstebro HEC Paris astebro@hec.fr	Prof. Rene Belderbos KU Leuven & Maastricht rene.belderbos@kuleuven.be