

# MARCOS BALMACEDA

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## PERSONAL INFORMATION

**Address:** Naamsestraat 69, 3000 Leuven, Belgium  
**Telephone:** +32 491 58 93 19  
**Citizenship:** Chilean, Italian

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## EDUCATION

Ph.D. in Business Economics, <i>KU Leuven</i>	2027 (expected)
Committee: S. Kelchtermans, B. Leten, M. Mödl, R. Belderbos, E. Melero	
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

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## FIELDS OF INTEREST

Innovation Economics, Strategy, Entrepreneurship, Organizational Economics

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## WORK IN PROGRESS

- [1] The Effect of Beliefs on Generative-AI Adoption by Entrepreneurs.  
(with J. Ronconi)
  - [2] From Choice to Mandate: Artificial Intelligence Disclosure as a Pseudo-Certification Scheme.  
(with M. Mödl)
  - [3] Knowledge Leak Through Human Capital: How Contract Design Affects Inventor Mobility.  
(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, & Naja Pape)
  - [5] AI Training for Micro-Entrepreneurs.  
(with J. Ronconi)
  - [6] Human Capital Substitution in the Digital Age: Evidence on the Declining Returns to Technical Education in Entrepreneurship.  
(with H. Hottenrott, & M. Pellens )
  - [7] Technological Change and Allocation of Intra-Household Resources.  
(with G. Fernández)
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## CONFERENCE PROCEEDINGS

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

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

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## TEACHING EXPERIENCE

<b>KU Leuven</b>	
Teaching Assistant. Managerial Economics (Undergraduate level)	2025–2026

Teaching Assistant. Technology, Trends, and Opportunities (Graduate level)	2024–2026
Master's Thesis Supervisor and Evaluator	2023–present

<b>Universidad Austral de Chile</b>	
Instructor Professor. General Economics (Undergraduate level)	Fall 2020

<b>Universidad de Chile</b>	
Teaching Assistant. Political Economy (Undergraduate level)	Fall 2015
Teaching Assistant. Development Economics (Undergraduate level)	Spring 2014
Teaching Assistant. Industrial Organization (Undergraduate level)	Fall 2013

<b>FUNDING &amp; GRANTS</b>	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

<b>PRESENTATIONS</b>	2025: Conference on Field Experiments in Strategy (INSEAD, California - Campus 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 (Antwerp); Belgian Entrepreneurship Research Day (Namur) 2023: Chilean Public Policy Society (Santiago)
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<b>PROFESSIONAL EXPERIENCE</b>	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

<b>OTHERS</b>	Research Assistance:	
	• Graduate: Prof. Elisabet Viladecans-Marsal, <i>Universitat de Barcelona</i>	2022–2023
	• Undergraduate: Prof. Eugenio Figueroa, <i>Universidad de Chile</i>	2014
	Languages: Spanish (Native), English (Proficient)	

<b>REFERENCES</b>	<b>Prof. Stijn Kelchtermans</b> KU Leuven <a href="mailto:stijn.kelchtermans@kuleuven.be">stijn.kelchtermans@kuleuven.be</a>	<b>Prof. Bart Leten</b> KU Leuven & Hasselt University <a href="mailto:bart.leten@kuleuven.be">bart.leten@kuleuven.be</a>
	<b>Prof. Thomas Åstebro</b> HEC Paris <a href="mailto:astebro@hec.fr">astebro@hec.fr</a>	<b>Prof. Rene Belderbos</b> KU Leuven, Maastricht, & UNU MERIT <a href="mailto:rene.belderbos@kuleuven.be">rene.belderbos@kuleuven.be</a>

Updated: October 13, 2025