

# MARCOS BALMACEDA

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KU Leuven  
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<b>EDUCATION:</b>	Ph.D. in Business Economics, <i>KU Leuven</i>	2027 (expected)
	<i>Advisors: S. Kelchtermans, B. Leten, M. Mödl</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

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<b>FIELDS OF INTEREST:</b>	Innovation Economics, Strategy, Entrepreneurship, Organizational Economics
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<b>WORK IN PROGRESS:</b>	[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)
	[5] AI Training for Micro-Entrepreneurs. (with J. Ronconi)

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<b>CONFERENCE PROCEEDINGS:</b>	[1] Balmaceda, M. & Mödl, M. (2025). From Choice to Mandate: Artificial Intelligence Disclosure as a Pseudo-Certification Scheme. <i>Academy of Management Proceedings</i> , 2025 (1), 17677.
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<b>PRE-PHD WORK:</b>	[1] Balmaceda, M., Hernández, L., & Alfaro, J. (2024). El costo económico de la delincuencia: Chile 2013-2022. <i>Estudios Públicos</i> , (175), 37-80.
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<b>TEACHING EXPERIENCE:</b>	<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

**Universidad Austral de Chile**

Instructor Professor. General Economics (Undergraduate level)

Fall 2020

**Universidad de Chile**

Teaching Assistant. Political Economy (Undergraduate level)

Fall 2015

Teaching Assistant. Development Economics (Undergraduate level)

Spring 2014

Teaching Assistant. Industrial Organization (Undergraduate level)

Fall 2013

**GRANTS:**

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 (INSEAD, California - Campus San Francisco); 1st 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)

**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

**RESEARCH ASSISTANCE:**

Prof. Elisabet Viladecans-Marsal - <i>Universitat de Barcelona</i>	2022–2023
Prof. Eugenio Figueroa - <i>Universidad de Chile</i>	2014

**OTHERS:**

Languages: Spanish (Native), English (Proficient)

Citizenship: Chilean, Italian

**REFERENCES:**

**Prof. Stijn Kelchtermans**  
 Faculty of Economics and Business  
 KU Leuven  
[stijn.kelchtermans@kuleuven.be](mailto:stijn.kelchtermans@kuleuven.be)

**Prof. Bart Leten**  
 Faculty of Economics and Business  
 KU Leuven & Hasselt University  
[bart.leten@kuleuven.be](mailto:bart.leten@kuleuven.be)

**Prof. Rene Belderbos**  
 Faculty of Economics and Business  
 KU Leuven & UNU MERIT  
[rene.belderbos@kuleuven.be](mailto:rene.belderbos@kuleuven.be)

**Prof. Thomas Åstebro**  
 Department of Economics & Decision Sciences  
 HEC Paris  
[astebro@hec.fr](mailto:astebro@hec.fr)

Updated: September 12, 2025