

MARCOS BALMACEDA

PERSONAL INFORMATION	Address: Naamsestraat 69, 3000 Leuven, Belgium Telephone: +32 491 58 93 19 Citizenship: Chilean, Italian	Email: marcos.balmaceda@kuleuven.be Website: marcosbalmaceda.github.io
EDUCATION	Ph.D. in Business Economics, <i>KU Leuven</i> <i>Committee:</i> S. Kelchtermans, B. Leten, M. Mödl, R. Belderbos, E. Melero Doctum Colloquium in Business Economics (<i>Magna Cum Laude</i>), <i>KU Leuven</i> M.Sc. in Economics and Finance (<i>Magna Cum Laude</i>), <i>Universitat Pompeu Fabra</i> Prof. Degree in Business Engineering (<i>First Class Honours</i>), <i>Universidad de Chile</i> B.A. in Economics (<i>First Class Honours</i>), <i>Universidad de Chile</i> Visiting student, <i>Aalto University</i>	2027 (<i>expected</i>) 2024 2023 2016 2015 2014
FIELDS OF INTEREST	Innovation Economics, Strategy, Entrepreneurship, Organizational Economics.	
WORK IN PROGRESS	<ul style="list-style-type: none">[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, & N. 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)	
CONFERENCE PROCEEDINGS	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.	
PRE-PHD WORK	Balmaceda, M., Hernández, L., & Alfaro, J. (2024). El costo económico de la delincuencia: Chile 2013-2022. <i>Estudios Públicos</i> , (175), 37-80.	
TEACHING EXPERIENCE	KU Leuven Teaching Assistant. Managerial Economics (Undergraduate level) Teaching Assistant. Technology, Trends, and Opportunities (Graduate level) Master's Thesis Supervisor and Evaluator	2025–2026 2024–2026 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

**FUNDING &
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); 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)

**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: <i>Universitat de Barcelona (for P.I. Elisabet Viladecans-Marsal)</i>	2022–2023
Undergraduate: <i>Universidad de Chile (for P.I. Eugenio Figueroa)</i>	2014

Languages: Spanish (Native), English (Proficient)

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, & UNU MERIT

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Updated: October 13, 2025