

# MARCOS BALMACEDA

PERSONAL INFORMATION	<b>Address:</b> Naamsestraat 69, 3000 Leuven, Belgium <b>Citizenship:</b> Chilean, Italian	<b>Email:</b> <a href="mailto:marcos.balmaceda@kuleuven.be">marcos.balmaceda@kuleuven.be</a> <b>Website:</b> <a href="https://marcosbalmaceda.github.io">marcosbalmaceda.github.io</a>
EDUCATION	Ph.D. in Business Economics, <i>KU Leuven</i> 2027 (expected) <i>Committee: 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	
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] Knowledge Leakage via Human Capital: How Contract Design Shapes Inventor Mobility in Licensing (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-Díaz, & 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. <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	<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

---

<b>GRANTS &amp; SCHOLARSHIPS</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>	<b>2025:</b> 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)
	<b>2023:</b> Chilean Public Policy Society (Santiago)

---

<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>	<b>Research Assistance:</b>	
	Graduate: Universitat de Barcelona (for P.I. Elisabet Viladecans-Marsal)	2022–2023
	Undergraduate: Universidad de Chile (for P.I. Eugenio Figueroa)	2014
	<b>Languages:</b> Spanish (Native), English (Fluent)	

---

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