

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

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## FIELDS OF INTEREST

Innovation Economics, Strategy, Entrepreneurship, Organizational Economics.

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## 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] 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–AI Complements in Entrepreneurial Training: Experimental Evidence from Latin America.  
(with I. Asanov, T. Åstebro, M. Mensmann, G. Buenstorf, & L. Dinarte-Diaz)
  - [7] Network Spillovers and Digital Tool Adoption - Evidence from German Startups.  
(with H. Hottenrott & M. Pellens)
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## 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.

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## PRE-PHD WORK

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)	<i>Fall 2020</i>	
<b>Universidad de Chile</b>	Teaching Assistant. Political Economy (Undergraduate level)	<i>Fall 2015</i>	
	Teaching Assistant. Development Economics (Undergraduate level)	<i>Spring 2014</i>	
	Teaching Assistant. Industrial Organization (Undergraduate level)	<i>Fall 2013</i>	
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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	
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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	
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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	<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 <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 <a href="mailto:rene.belderbos@kuleuven.be">rene.belderbos@kuleuven.be</a>	