

# MARCOS BALMACEDA

PERSONAL INFORMATION	<b>Address:</b> Naamsestraat 69, 3000 Leuven, Belgium <b>Telephone:</b> +32 491 58 93 19 <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> <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> 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	<p>[1] The Effect of Beliefs on Generative-AI Adoption by Entrepreneurs. (with J. Ronconi)</p> <p>[2] Platform Certification as a Substitute for Reputation: Evidence from Mandatory AI Disclosure. (with M. Mödl)</p> <p>[3] Knowledge Leak Through Human Capital: How Contract Design Affects Inventor Mobility. (with B. Leten, S. Kelchtermans, &amp; E. Melero)</p> <p>[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, &amp; N. Pape)</p> <p>[5] AI Training for Micro-Entrepreneurs. (with J. Ronconi)</p> <p>[6] Human–AI Complements in Entrepreneurial Training: Experimental Evidence from Latin America. (with I. Asanov, T. Åstebro, M. Mensmann, G. Buenstorf, &amp; L. Dinarte-Díaz)</p> <p>[7] Network Spillovers and Digital Tool Adoption - Evidence from German Startups. (with H. Hottenrott &amp; M. Pellens)</p>	
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) Teaching Assistant. Technology, Trends, and Opportunities (Graduate level)	2025–2026 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 &  
SCHOLARSHIPS**

Full Doctoral Scholarship - *KU Leuven*

2023–2027

Conference Expenses - *ION Management Science Lab at HEC Paris*

2025

Travel Bursary Award - *Conference on Field Experiments in Strategy (CFXS)*

2025

Travel Grant for International Conference - *Research Foundation – Flanders (FWO)*

2025

Merit-Based Master's Tuition Scholarship - *Universitat Pompeu Fabra - BSE*

2023

**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)

**PROFESSIONAL  
EXPERIENCE**

Researcher - *CLAPES UC (Pontificia Universidad Católica de Chile)*

2023

Regional Manager - *FPP (Think Tank)*

2020–2021

Economic Advisor - *Ministry of Women and Gender Equality (Gobierno de Chile)*

2018–2020

Research Associate - *LyD (Think Tank)*

2017–2018

Business Intelligence Engineer - *Ultramar Group (Maritime Holding)*

2016–2017

Intern - *Central Bank of Chile*

2014

**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 (Proficient)

**REFERENCES**

**Prof. Stijn Kelchtermans**

KU Leuven

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**Prof. Bart Leten**

KU Leuven & Hasselt

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**Prof. Thomas Åstebro**

HEC Paris

[astebro@hec.fr](mailto:astebro@hec.fr)

**Prof. Rene Belderbos**

KU Leuven & Maastricht

[rene.belderbos@kuleuven.be](mailto:rene.belderbos@kuleuven.be)

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