

# MARCOS BALMACEDA

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KU Leuven  
Faculty of Economics and Business  
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**EDUCATION:** Ph.D. in Business Economics, *KU Leuven* 2027 (expected)  
Advisors: *Stijn Kelchtermans, Bart Leten, Michael Mödl*  
Doctum Colloquium in Business Economics (*Magna Cum Laude*), *KU Leuven* 2024  
M.Sc. in Economics and Finance (*Magna Cum Laude*), *Universitat Pompeu Fabra - BSE* 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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**WORK IN PROGRESS:** [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)

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**CONFERENCE PROCEEDINGS:** [1] 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:** [1] 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:** **KU Leuven**  
Teaching Assistant. Managerial Economics (Undergraduate level) 2025–2026  
Teaching Assistant. Technology, Trends, and Opportunities (Graduate level) 2024–2026  
Master's Thesis Supervisor and Evaluator (>20 students) 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  
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**Prof. Bart Leten**  
 Faculty of Economics and Business  
 KU Leuven  
[bart.leten@kuleuven.be](mailto:bart.leten@kuleuven.be)

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

**Prof. Eduardo Melero**  
 Department of Business Administration  
 Universidad Carlos III de Madrid  
[eduardo.melero@uc3m.es](mailto:eduardo.melero@uc3m.es)

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