

MARCOS BALMACEDA

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

FIELDS OF INTEREST: Strategy, Entrepreneurship, Technology & AI, Digital Markets, Organizational Economics

WORK IN PROGRESS: [1] Information Shocks and Entrepreneurial AI Adoption: Evidence from a Randomized Experiment.
(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)
[5] AI Training for Micro-Entrepreneurs: A Field Experiment in Chile.
(with J. Ronconi)

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.

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
For the MSc. in Business Economics and MSc. in Business Engineering

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

RESEARCH ASSISTANCE: Prof. Elisabet Viladecans-Marsal - *Universitat de Barcelona* 2022–2023
 Prof. Eugenio Figueroa - *Universidad de Chile* 2014

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

GRANTS: 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

AWARDS: 1st Prize, Diploma in DSGE Models - *Universidad Nacional de Ingeniería (Perú)* 2019

PRESENTATIONS: 2025: Conference on Field Experiments in Strategy (CFXS), Academy of Management (AoM), European Policy for Intellectual Property (EPIP), Belgian Entrepreneurship Research Day (BERD)
 2023: Chilean Public Policy Society

OTHERS: Languages: Spanish (Native), English (Proficient)
 Citizenship: Chilean, Italian

REFERENCES: **Prof. Stijn Kelchtermans** **Prof. Bart Leten**
 Faculty of Economics and Business Faculty of Economics and Business
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Prof. Thomas Åstebro **Prof. Eduardo Melero**
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Updated: July 3, 2025