

MARCOS BALMACEDA

PERSONAL INFORMATION	Address: Naamsestraat 69, 3000 Leuven, Belgium Citizenship: Chilean, Italian	Email: marcos.balmaceda@kuleuven.be Website: marcosbalmaceda.github.io
EDUCATION	Ph.D. in Business Economics, <i>KU Leuven</i> 2027 (expected) <i>Committee:</i> S. Kelchtermans, B. Leten, M. Mödl, R. Belderbos, E. Melero 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] Task-Specific AI Framing and Business Practices: Experimental Evidence from Micro Entrepreneurs (with J. Ronconi). [2] Platform Certification as a Substitute for Reputation: Evidence from Mandatory AI Disclosure (with M. Mödl). [3] Technology Licensing and Outward Inventor Mobility: The Role of Relational Contracting (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-Diaz). [6] Network Spillovers and Digital Tool Adoption: Evidence from German Startups (with H. Hottenrott & M. Pellens). [7] 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	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	2023–present
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Universidad Austral de Chile

Instructor Professor. General Economics (Undergraduate level)	Fall 2020
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Universidad de Chile

Teaching Assistant. Political Economy (Undergraduate level)	Fall 2015
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Teaching Assistant. Development Economics (Undergraduate level)	Spring 2014
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Teaching Assistant. Industrial Organization (Undergraduate level)	Fall 2013
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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

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 - <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

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)	

REFERENCES	Prof. Stijn Kelchtermans	Prof. Bart Leten
	KU Leuven	KU Leuven & Hasselt
	stijn.kelchtermans@kuleuven.be	bart.leten@kuleuven.be
	Prof. Thomas Åstebro	Prof. Rene Belderbos
	HEC Paris	KU Leuven & Maastricht
	astebro@hec.fr	rene.belderbos@kuleuven.be