

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 - <i>Universitat de Barcelona</i>	2022–2023
	Prof. Eugenio Figueroa - <i>Universidad de Chile</i>	2014
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
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
AWARDS:	1 st Prize, Diploma in DSGE Models - <i>Universidad Nacional de Ingeniería (Perú)</i>	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 Faculty of Economics and Business KU Leuven stijn.kelchtermans@kuleuven.be	Prof. Bart Leten Faculty of Economics and Business KU Leuven bart.leten@kuleuven.be
	Prof. Thomas Åstebro Department of Economics & Decision Sciences HEC Paris astebro@hec.fr	Prof. Eduardo Melero Department of Business Administration Universidad Carlos III de Madrid eduardo.melero@uc3m.es

Updated: July 3, 2025