

# MARCOS BALMACEDA

## PERSONAL INFORMATION

**Address:** Naamsestraat 69, 3000 Leuven, Belgium    **Email:** [marcos.balmaceda@kuleuven.be](mailto:marcos.balmaceda@kuleuven.be)  
**Citizenship:** Chilean, Italia    **Website:** [marcosbalmaceda.github.io](https://marcosbalmaceda.github.io)

## EDUCATION

Ph.D. in Business Economics, <i>KU Leuven</i>	2027 ( <i>expected</i> )
Committee: <i>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>	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, Strategy, Entrepreneurship, Organizational Economics.

## AFFILIATIONS

Innovation Growth Lab (IGL), Research Network Member    2025–present

## WORK IN PROGRESS

- [1] The Effect of Beliefs on Generative-AI Adoption by Entrepreneurs.  
(with J. Ronconi)
- [2] Platform Certification as a Substitute for Reputation: Evidence from Mandatory AI Disclosure.  
(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] Scaling Soft Skills Training in Latin America in Secondary Schools.  
(with I. Asanov, E. Brunskill, T. Åstebro, M. Mensmann, G. Buenstorf, & L. Dinarte-Diaz)
- [6] AI Training for Micro-Entrepreneurs.  
(with J. Ronconi)
- [7] Network Spillovers and Digital Tool Adoption - Evidence from German Startups.  
(with H. Hottenrott & M. Pellens)

## CONFERENCE PROCEEDINGS

Balmaceda, M. & Mödl, M. (2025). From Choice to Mandate: Artificial Intelligence Disclosure as a Pseudo-Certification Scheme. *Academy of Management Proceedings*, 2025 (1), 17677.

## PRE-PHD WORK

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) Master's Thesis Supervisor and Evaluator	2024–2026 2023–present
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<b>Universidad Austral de Chile</b> Instructor Professor. General Economics (Undergraduate level)	Fall 2020
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<b>Universidad de Chile</b> Teaching Assistant. Political Economy (Undergraduate level)	Fall 2015
Teaching Assistant. Development Economics (Undergraduate level)	Spring 2014
Teaching Assistant. Industrial Organization (Undergraduate level)	Fall 2013

<b>GRANTS &amp; SCHOLARSHIPS</b>	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

<b>PRESENTATIONS</b>	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)
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<b>PROFESSIONAL EXPERIENCE</b>	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

<b>OTHERS</b>	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)		

<b>REFERENCES</b>	<b>Prof. Stijn Kelchtermans</b> KU Leuven <a href="mailto:stijn.kelchtermans@kuleuven.be">stijn.kelchtermans@kuleuven.be</a>	<b>Prof. Bart Leten</b> KU Leuven & Hasselt <a href="mailto:bart.leten@kuleuven.be">bart.leten@kuleuven.be</a>
	<b>Prof. Thomas Åstebro</b> HEC Paris <a href="mailto:astebro@hec.fr">astebro@hec.fr</a>	<b>Prof. Rene Belderbos</b> KU Leuven & Maastricht <a href="mailto:rene.belderbos@kuleuven.be">rene.belderbos@kuleuven.be</a>