

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> 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> M.Sc. in Economics and Finance (<i>Magna Cum Laude</i>), <i>Universitat Pompeu Fabra</i> Prof. Degree in Business Engineering (<i>First Class Honours</i>), <i>Universidad de Chile</i> B.A. in Economics (<i>First Class Honours</i>), <i>Universidad de Chile</i> Visiting student, <i>Aalto University</i>	2027 (expected) 2024 2023 2016 2015 2014
FIELDS OF INTEREST	Innovation Economics, Entrepreneurship, Strategy, Organizational Economics.	
AFFILIATIONS	Innovation Growth Lab (IGL), Research Network Member	<i>from 2025–present</i>
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, T. Åstebro, E. Brunskill, G. Buenstorf, M. Mensmann, L. Dinarte-Diaz, & A. Noha). [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. <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) Teaching Assistant. Technology, Trends, and Opportunities (Graduate level) Master's Thesis Supervisor and Evaluator	2025–2026 2024–2026 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 & 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 - *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

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**
KU Leuven
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KU Leuven & Hasselt
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Prof. Thomas Åstebro
HEC Paris
astebro@hec.fr **Prof. Rene Belderbos**
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