

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: 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, Entrepreneurship, Strategy, 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, T. Åstebro, E. Brunskill, G. Buenstorf, M. Mensmann, L. Dinarte-Díaz, & 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) 2025–2026 Teaching Assistant. Technology, Trends, and Opportunities (Graduate level) 2024–2026 Master's Thesis Supervisor and Evaluator 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 - *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

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

stijn.kelchtermans@kuleuven.be**Prof. Bart Leten**

KU Leuven & Hasselt

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HEC Paris

astebro@hec.fr**Prof. Rene Belderbos**

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