

MARCOS BALMACEDA

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| 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> <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> 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 (<i>expected</i>) 2024 2023 2016 2015 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-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

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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 |

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| 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) | |

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| 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 |

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| OTHERS | Research Assistance: | |
| | Graduate: <i>Universitat de Barcelona (for P.I. Elisabet Viladecans-Marsal)</i> | 2022–2023 |
| | Undergraduate: <i>Universidad de Chile (for P.I. Eugenio Figueroa)</i> | 2014 |
| | Languages: Spanish (Native), English (Fluent) | |

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| 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 |