

MARCOS BALMACEDA

KU Leuven
Faculty of Economics and Business
Naamsestraat 69, 3000 Leuven

Website: marcosbalmaceda.github.io
E-mail: marcos.balmaceda@kuleuven.be

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: Innovation Economics, Strategy, Entrepreneurship, Organizational Economics

WORK IN PROGRESS: [1] The Effect of Beliefs on Generative-AI Adoption by Entrepreneurs.
(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.
(with J. Ronconi)

CONFERENCE PROCEEDINGS: [1] 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: [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

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:

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 (INSEAD, California - Campus San Francisco); 1st 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 (Antwerp); Belgian Entrepreneurship Research Day (Namur)

2023: Chilean Public Policy Society (Santiago)

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

RESEARCH ASSISTANCE:

Prof. Elisabet Viladecans-Marsal - <i>Universitat de Barcelona</i>	2022–2023
Prof. Eugenio Figueroa - <i>Universidad de Chile</i>	2014

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: September 1, 2025