

MARCOS BALMACEDA

PERSONAL INFORMATION

Address: Naamsestraat 69, 3000 Leuven, Belgium **Email:** marcos.balmaceda@kuleuven.be
Citizenship: Chilean, Italian **Website:** 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
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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. *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)	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 - <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 - <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

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 bart.leten@kuleuven.be
	Prof. Thomas Åstebro HEC Paris astebro@hec.fr	Prof. Rene Belderbos KU Leuven & Maastricht rene.belderbos@kuleuven.be