

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, *KU Leuven* *Dec 2026 (expected)*
Committee: S. Kelchtermans, B. Leten, M. Mödl, R. Belderbos, E. Melero
Doctum Colloquium in Business Economics (*Magna Cum Laude*), *KU Leuven* 2024
M.Sc. in Economics and Finance (*Magna Cum Laude*), *Universitat Pompeu Fabra* 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 Entrepreneurship, Strategy, Organizational Economics.

AFFILIATIONS Innovation Growth Lab (IGL), Research Network Member 2025–present

WORK IN PROGRESS [1] Beliefs Shift, Behavior Does Not: AI Adoption Among Micro-Entrepreneurs (with J. Ronconi).
[2] Platform Certification as a Substitute for Reputation: Evidence from Mandatory AI Disclosure (with M. Mödl).
[3] Technology Licensing and Outward Inventor Mobility: The Role of Relational Contracting (with B. Leten, S. Kelchtermans, & E. Melero).
[4] How Should Mentors Reduce Uncertainty? Theory and Evidence from Job-Seeker Training in France (with T. Åstebro, B. Crépon, M. Mensmann, M. Schulte, & A. Funck).
[5] Shadow AI and Knowledge Governance in Firms (with P. Paniagua).
[6] Can AI Replace Mentors? Evidence from Entrepreneurship Training in LATAM Schools (with I. Asanov, T. Åstebro, E. Brunskill, G. Buenstorf, M. Mensmann, & L. Dinarte-Diaz).
[7] Network Spillovers and Digital Tool Adoption: Evidence from German Startups (with H. Hottenrott & M. Pellens).
[8] The New Calculus of Governance Under AI (with P. Paniagua).

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

AWARDS,
GRANTS &
SCHOLARSHIPS

Nominated for the SMS Annual Conference PhD Paper Prize 2026
Full Doctoral Scholarship - *KU Leuven* 2023–2027
Conference Expenses - *ION Management Science Lab at HEC Paris* 2025, 2026
Travel Bursary Award - *Conference on Field Experiments in Strategy (CFXS)* 2025, 2026
Travel Grant for International Conference - *Research Foundation Flanders (FWO)* 2025
Merit-Based Master's Tuition Scholarship - *Universitat Pompeu Fabra & BSE* 2023

PRESENTATIONS

2026: SMS (Berlin)[†]; DRUID26 (Copenhagen)[†]; AI Plus Management Consortium (UCL); ENTFIN Conference (KEDGE)*; BERD (KU Leuven); MSI Seminar (KU Leuven)[†]; Advances with Field Experiments (U.Chicago)*; Firm Dynamics, Investment and Aggregate Growth (CEPR)*
2025: CFXS (INSEAD, San Francisco); Brown Bag Series (KU Leuven); Data and Algorithms for ST&I Studies (KU Leuven); AoM (Copenhagen); EPIP (U. Antwerp); BERD (U. Namur)
2023: Chilean Public Policy Society (Santiago)

* Submitted; [†] Scheduled (accepted)

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