**Kedma Hamelberg**

k.hamelberg@uva.nl | <https://kedmahamelberg.com> | PhD Candidate at the University of Amsterdam

Brazilian-Dutch | Updated: August 2025

PUBLICATION

**Hamelberg, K.,** de Ruyter, K., van Dolen, W., & Konuş, U. (2024). EXPRESS: Finding the Right Voice: How CEO Communication on the Russia-Ukraine War Drives Public Engagement and Digital Activism. Journal of Public Policy & Marketing, 07439156241230910. **ABS 3. ABDC A**

RESEARCH IN PROGRESS

**1. Hamelberg, K.** & Konus, U.  
“Emojis for Good: How Emoji Symbolism in Brand Communication Influences Consumer Engagement with Sustainable Development Goals”  
**Status:** Under review

Accepted for oral presentation, AMS Annual Conference 2025 (JAMS Special Issue Track)

* Accepted for oral presentation (competitive paper), EMAC Spring Conference 2025

**2. Hamelberg, K.,** van Dolen, W., & de Ruyter, K.  
“How Brands’ DEI Rollbacks and Commitments Shape Consumer Emotions and Engagement”  
**Status:** Writing the discussion section  
**Target Journal:** Journal of Marketing (**ABS 4\*, ABDC A\*)**

**3. Hamelberg, K.** & Cloarec, J.  
“Beyond Human-AI Relations: Is AI a New Species in the Marketing Ecosystem?”

**Status**: Accepted for the IJRM special issue paper development workshop “**Rethinking Marketing for a More-Than-Human World: an invitation for a post-anthropocentric paradigm shift”**

**Target Journal:** International Journal of Research in Marketing (IJRM) (**ABS 4\*, ABDC A\***)

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RESEARCH INTERESTS

• Agentic AI, Human-AI Interaction, Public Responses to AI Systems

• Unstructured and Multimodal Data, Natural Language Processing (NLP)

• Corporate Communication during Societal Crises (DEI, SDG, War)

• Multimodal Sentiment, Emotion, Moral, and Stance AI-Driven Classification

EDUCATION

|  |  |
| --- | --- |
| **Ph.D | Applied AI for Responsible Marketing**  University of Amsterdam, NL | Sep 2021 – (exp) Sep 2025 |
| **M.Sc.** | **Business Administration – Digital Marketing**  University of Amsterdam, NL | Feb 2020 – Jan 2021 |
| **M.Sc.** | **Food Technology – Innovation & Management**  Wageningen University & Research, NL | Sep 2016 – Jul 2018 |

TECHNICAL COMPETENCES

* **Programming**: Since 2016, Python and R
* **Artificial Intelligence & Machine Learning**: Transformer Models, Natural Language Processing (NLP), Deep learning, Multi-AI Agent Systems
* **Quantitative Methods**: Difference-in-Differences, Bayesian structural time series (BSTS), Multiple Linear Regression, Logistic Regression

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TEACHING & COORDINATION

|  |  |
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| **Applied Artificial Intelligence for Marketing (Master)** | Mar 2024 - Present |
| Course Creator, Coordinator & Lecturer |  |
| University of Amsterdam, NL |  |
| **Digital Marketing and Analytics (Master Full-time & Executive Master)**  Course Coordinator & Lecturer  University of Amsterdam, NL | Apr 2022 – Dec 2024 |
| **Digital Marketing & Artificial Intelligence (Master)**  Thesis supervisor and co-reader  University of Amsterdam, NL | Sep 2021 - Present |
| **Quantitative Data Analysis (Bachelor)**  Teaching assistant (tutorials)  University of Amsterdam, NL | Nov 2020 – Mar 2023 |

CONFERENCES

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| **Italian Marketing Society** | 2023 |
| **EMAC Spring Conference – Competitive Paper** | 2025 |
| **Academy of Marketing Science (AMS) Annual Conference** | 2025 |

AWARDS & GRANTS

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| Nominated UvA **Innovative Education** category (course “**Applied AI for Marketing**” )  Nominated UvA **Activating Teaching** category (individual lecturer)  **Best Lecturer of Digital Business Track** (Executive MSc Education) | 2025  2025  2024 |
| **AI Grant** for the Responsible AI Course Development | 2024 |
| **A Sustainable Future Grant f**or Research on Sustainability | 2024 |

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SERVICE & AFFILIATIONS

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| **Coordination of Marketing Department Camp**  University of Amsterdam, NL | Jun 2023 – Mar 2024 |
| **Member of AMA Artificial Intelligence Special Interest Group (SIG)**  Research and practice of artificial intelligence methods  **EMAC Reviewer**  Member: **AMS, AMA, EMAC** | Apr 2025 - Present  Dec 2024 – Present |
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WORKING EXPERIENCE

|  |  |
| --- | --- |
| **Digital Marketing Consultant**  Arbalest Learning  Amsterdam, NL | Nov 2020 – Jan 2021 |
| **Market Insights Specialist**  Innova Market Insights  Arnhem, NL | Feb 2018 – Jun 2018 |

REFERENCES

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| --- | --- | --- |
| **Ko de Ruyter** | **Julien Cloarec** | **Umut Konus** |
| Professor of Marketing | Professor AI and Quantitative Marketing | Associate Professor of Marketing |
| King's Business School | Université Jean Moulin Lyon 3 | University of Amsterdam |
| ko.de\_ruyter@kcl.ac.uk | julien.cloarec@univ-lyon3.fr | u.konus@uva.nl |
| **Joris Demmers** | **Willemijn van Dolen** |  |
| Head of Marketing Department | Professor of Marketing |  |
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