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***)

RESEARCH INTERESTS

Substantive areas: digital marketing, consumer-AI interaction, online communication (brands, CEO, UGC)

Methods: machine learning, Natural Language Processing (NLP), causal inference

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EDUCATION

Ph.D | Digital Marketing & AI University of Amsterdam, NL	2026
M.Sc. | Business Administration – Digital Marketing University of Amsterdam, NL	2021
M.Sc. | Food Technology – Innovation & Management Wageningen University & Research, NL	2018

TEACHING & COORDINATION

Applied Artificial Intelligence for Marketing (Master) Course Creator, Coordinator & Lecturer Assessment by students: **4.9/5.0** University of Amsterdam, NL	2024 - Present
Digital Marketing and Analytics (Master Full-time & Executive Master) Course Coordinator & Lecturer University of Amsterdam, NL	2022 – 2024
Digital Marketing & Artificial Intelligence (Master) Thesis supervisor and co-reader University of Amsterdam, NL	2021 - Present
Quantitative Data Analysis (Bachelor) Teaching assistant (tutorials) University of Amsterdam, NL	2020 – 2023

CONFERENCES

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

AWARDS & GRANTS

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

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SERVICE & AFFILIATIONS

Coordination of Marketing Department Camp   2023 – 2024
University of Amsterdam, NL

Member of AMA Artificial Intelligence Special Interest   2025 - Present
Group (SIG)

EMAC Reviewer   2024 – Present
Member: **AMS, AMA, EMAC**

WORKING EXPERIENCE

Digital Marketing Consultant   2020 – 2021
Arbalest Learning
Amsterdam, NL

Market Insights Specialist   2018
Innova Market Insights
Arnhem, NL

REFERENCES

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
University of Amsterdam	University of Amsterdam
j.demmers@uva.nl	w.m.vandolen@uva.nl