Kedma Hamelberg

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

(+31)658881995 | Brazilian-Dutch | Updated: July 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 Affects Consumer Active Engagement with Sustainable Development Goals"

Status: Ready for the special issue submission at JAMS "**Sustainable Marketing and Innovation"**

Target Journal: Journal of the Academy of Marketing Science (JAMS) (**ABS 4*, ABDC A***)

- 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   Sep 2021 – (exp) Aug 2025

University of Amsterdam, NL

M.Sc. | Business Administration – Digital Marketing   Feb 2020 – Jan 2021

University of Amsterdam, NL

M.Sc. | Food Technology – Innovation & Management   Sep 2016 – Jul 2018

Wageningen University & Research, NL

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

Applied Artificial Intelligence for Marketing (Master)   Mar 2024 - Present

Course Creator, Coordinator & Lecturer

Assessment by students: **4.9/5.0**

University of Amsterdam, NL

Digital Marketing and Analytics (Master Full-time & Executive Master)   Apr 2022 – Dec 2024

Course Coordinator & Lecturer

University of Amsterdam, NL

Digital Marketing & Artificial Intelligence (Master)   Sep 2021 - Present

Thesis supervisor and co-reader

University of Amsterdam, NL

Quantitative Data Analysis (Bachelor)   Nov 2020 – Mar 2023

Teaching assistant (tutorials)

University of Amsterdam, NL

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   Jun 2023 – Mar 2024

University of Amsterdam, NL

Member of AMA Artificial Intelligence Special Interest   Apr 2025 - Present
Group (SIG)
Research and practice of artificial intelligence methods

                                                                       Dec 2024 – Present
EMAC Reviewer

Member: **AMS, AMA, EMAC**

WORKING EXPERIENCE

Digital Marketing Consultant   Nov 2020 – Jan 2021
Arbalest Learning
Amsterdam, NL

Market Insights Specialist   Feb 2018 – Jun 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	