

Kedma Hamelberg

k.hamelberg@uva.nl | <https://kedmahamelberg.com> | PhD Candidate at the University of Amsterdam
(+31)658881995 | Brazilian-Dutch (No visa needed) | Updated: June 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.**

RESEARCH IN PROGRESS

1. Hamelberg, K. & Konuş, U.

“Emojis for Good: How Emoji Symbolism in Brand Communication Affects Consumer Active Engagement with Sustainable Development Goals”

Phase: Ready for the special issue submission at JAMS “**Sustainable Marketing and Innovation**”

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

- 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”

Phase: Writing the discussion section

Target Journal: Journal of Marketing (**ABS 4***)

3. Hamelberg, K. & Cloarec, J.

“Beyond Human-AI Relations: Is AI a New Species in the Marketing Ecosystem?”

Target Journal: International Journal of Research in Marketing (IJRM) (**ABS 4***)

- 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**”

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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) Course Creator, Coordinator & Lecturer Assessment by students: 4.9/5.0 University of Amsterdam, NL	Mar 2024 - Present
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) University of Amsterdam, NL	Sep 2021 - Present
Quantitative Data Analysis (Bachelor) University of Amsterdam, NL	Nov 2020 – Mar 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 € 4.500	2024
A Sustainable Future Grant for Research on Sustainability € 3.000	2024

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SERVICE & AFFILIATIONS

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

Apr 2025 - Present

EMAC Reviewer

Member: AMS, AMA, EMAC

Dec 2024 – Present

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

Ko de Ruyter

Professor of Marketing

King's Business School
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Julien Cloarec

Professor AI and Quantitative
Marketing

Université Jean Moulin Lyon 3
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Willemijn van Dolen

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