# Kedma Hamelberg

k.hamelberg@uva.nl | LinkedIn | PhD Candidate at the University of Amsterdam

Nationalities: Brazilian-Dutch | Updated: May 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.** & Konus, 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:** Ready for submission

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

## RESEARCH INTERESTS

- Agentic AI & Human–Machine Interaction
- NLP, Transformers & Emotion Detection
- AI literacy, Persuasion, Polarization & Public Engagement
- Corporate Communication During Crises (DEI, SDG, War)
- Strategic AI in Marketing and Innovation

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## EDUCATION

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|---|---|
| **Ph.D | Applied AI for Responsible Marketing** | Sep 2021 – 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

## CONFERENCES

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

## AWARDS & GRANTS

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|---|---|
| **Best Lecturer of Digital Business Track** (Executive MSc Education) | 2024 |
| **AI Grant** for the Responsible AI Course Development | 2024 |
| **A Sustainable Future Grant f**or Research on Sustainability | 2024 |

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## TEACHING & COORDINATION

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

Course Coordinator & Lecturer

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

University of Amsterdam, NL

**Quantitative Data Analysis (Bachelor)**  Nov 2020 – Mar 2023

University of Amsterdam, NL

## REFERENCES

| **Ko de Ruyter** | **Willemijn van Dolen** | **Umut Konus** |
|---|---|---|
| Professor of Marketing | Professor of Marketing | Associate Professor of Marketing |
| King's Business School | University of Amsterdam | University of Amsterdam |
| ko.de_ruyter@kcl.ac.uk | w.m.vandolen@uva.nl | u.konus@uva.nl |

| **Julien Cloarec** | **Joris Demmers** | |
|---|---|---|
| Professor AI and Quantitative Marketing | Associate Professor of Marketing | |
| Université Jean Moulin Lyon 3 | University of Amsterdam | |
| julien.cloarec@univ-lyon3.fr | j.demmers@uva.nl | |