

Maria Gretzky

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Education

2020-2025 Ph.D Candidate, *magna cum laude*, Department of Sociology and Anthropology, Ben Gurion University of the Negev, Israel. Scholar of the Arian de Rothschild Women Doctoral Program.

Ph.D thesis: Digitalization of Academic Education: Emotional Capitalism, Institutional Power Relations, And Knowledge Production Practices.

Supervisors: Prof. Aviad Raz, Prof. Dani Filc and Dr. Gideon Dishon.

2018-2020 M.A., *magna cum laude*. Department of Sociology and Anthropology, Ben Gurion University of the Negev, Israel.

M.A. thesis: Students of Academic Capitalism: Emotional Dimensions in the Commercialization of Higher Education.

Supervisor: Prof. Julia Lerner.

2015-2018 B.A. *summa cum laude*. The Department of Land of Israel studies, Kinneret College on the Sea of Galilee, Israel.

Publications

1. Gretzky, M. and Lerner, J. (2021). Students of Academic Capitalism: Emotional Dimensions in the Commercialization of Higher Education. *Sociological Research Online*, 26(1), 205-221. ([Link](#))

2. Gretzky, M. (2021). Black Screens: The Transition to Online Learning in the Higher Education System: A Look through the Camera Lens. *Journal of Israeli Sociology*. 21(2), 16-23. (In Hebrew). ([Link](#))
3. Gretzky, M. (2021). Privacy Discourse in the Academic realm. Ram, U., Svirsky, S. and Berkowitz, N. (eds.) Sociological lexicon for Corona. Tel Aviv: Adva Center. (In Hebrew). ([Link](#))
4. Gretzky, M. (2022). An Autoethnographic Study of First-Generation Higher Education Scholars. Ron, S., Gigi, M. and Razi, T. (eds.). First Generation of Higher Education: Experiences, Insights, Actions. Tel Avia: Pardes. (In Hebrew). ([Link](#)).
5. Heilbrunn, S., Gretzky M, and Tzur, Z. (2021). kaleidoscope of the Others. Kibbutz Kinneret: Kinneret academic college. ISBN: 978-965-599-720 (In Hebrew). ([Link](#)).
6. Gretzky, M. (2024). The Rise of the Algorithmic Author? A Critical Analysis of Large Language Models in Higher Education. *Digital Culture & Education*, 15(2), 84-97. ([Link](#)).
7. Gretzky, M., & Dishon, G. (2025). Algorithmic-authors in academia: blurring the boundaries of human and machine knowledge production. *Learning, Media and Technology*, 1-14. ([Link](#))
8. Gretzky, M. (Under Review). The Emotional Architecture of Digital Academic Education: The Case of Learning Designers in Israeli EdTech Companies. *American Journal of Sociology*.

Scholarships, Prizes, and Awards

- **2024 - Israeli Young Academy Scholarship**, The Israeli Young Academy.
 - Competitive scholarship awarded to outstanding doctoral candidates and young researchers from diverse disciplines to participate in the interdisciplinary Retreat.
- **2024 - Dean's Excellence Award**, Faculty of Humanities and Social Sciences, Ben Gurion University of the Negev, Israel.
 - Awarded annually to top-performing PhD candidates in recognition of outstanding academic achievement.
- **2022 - Prize for Innovation and Excellence**, SAGE and the British Sociology Association.
 - Prestigious annual award recognizing groundbreaking articles published at SAGE.
- **2021 - The Hubert H. Humphrey Institute for Social Research Scholarship**, Ben Gurion

University of the Negev, Israel.

- Competitive scholarship supporting innovative social research projects.

- **2020 - Edmond de Rothschild Foundation Scholarship for outstanding Ph.D. candidates.**
 - Prestigious merit-based scholarship recognizing academic excellence and research potential.
- **2020 - The Negev Scholarships for Excellence Ph.D. candidates.** - Kreitman School of Advanced Graduate Studies.
 - Merit-based scholarship recognizing academic excellence
- **2020 - Dean's Excellence Award** - Faculty of Humanities and Social Sciences, Ben Gurion University of the Negev, Israel.
- **2018 - Excellence Award**, Department of the Land of Israel Studies, Kinneret College on the Sea of Galilee, Israel.
- **2016 - Dean's Excellence Award** - Faculty of Humanities and Social Sciences, Kinneret College on the Sea of Galilee.
- **2016 - 'Heseg Foundation' Scholarship** for outstanding B.A. students.

Academic Work Experience

- **2023-present** – Leading “Critical Edtech” inter-disciplinary research group with Dr. Gideon Dishon and Dr. Hemy Ramiel.
- **2022-2025** - Leading “Culture Society and Technology” inter-disciplinary research group at Ben Gurion University of the Negev (with Dr. Rafi Groszlick and Prof. Jacki Feldman).
- **2022-2024** - Lecturer in the course "Academic Writing and Reading in Sociology and Anthropology” Department of Sociology and Anthropology, Ben Gurion University of the Negev.
- **2021–2022** - Visiting Researcher, department of sociology and anthropology, University of Surrey. Hosted by: Prof. Rachel Brooks.
- **2018-2020** - Teaching Assistant in the Courses: Qualitative Research Methods Advance Anthropological Theories(BA) Advanced Qualitative Research Methods (MA). Department of Sociology and Anthropology, Ben Gurion University.
- **2018 - Invited Lecture** : "Inspirational Women". Department of Behavioral Sciences, Kinneret College on the Sea of Galilee.

- **2017-2018 - Research Assistant** in the research projects: "Entrepreneurship and Startup Policy in Israel" and "New cooperative groups in Israel and the urban kibbutz". Led by Prof. Sibylle Heillbrunn. Department of Behavioral Sciences, Kinneret College on the Sea of Galilee.
- **2017-2018 - Teacher Assistant** in the Course: 'Neoliberalism and Globalization' (BA) Department of Sociology and anthropology, Kinneret College.

Conferences and Lectures

- **2025** – *"The Algorithmization of the Researcher and the Socialization of the Machine: Reflections on AI, Knowledge, and Academic Subjectivity."* Keynote lecture, Conference on Artificial Intelligence in Research and Practice, hosted by the Digital Sociology Section of the Israeli Sociological Association and the Israeli Communication Association. Sapir academic Collage, Sderot, Israel, 17 March 2025.
- **2024** - "The Algorithmization of the Researcher and the Socialization of the Machine: How Language Models Are Rewriting Academic Knowledge Production" The Interdisciplinary Conference of The Israeli Young Academy Tzuba, Israel. 22-26 September 2024.
- **2024** – "Algorithmic Authors in Academia: Blurring the Boundaries of Human and Machine Knowledge Production". Proceedings of the 16th ESA Conference of the European Sociological Association. "Tension, Trust and Transformation". Porto, Portugal, 27-30 August 2024.
- **2024** – "The Rise of the 'Algorithmic Author': Academic Knowledge Production in The Age of AI". Proceedings of the 19th Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Digital Era. Ra'anana, Israel: The Open University of Israel. 5th of June 2024.
- **2023** - "Between Autonomy and Emotional Control: Digitalizing the academic subject", Conference on "Exploring Interdisciplinary Aspects of Educational Technology". Ben Gurion University of the Negev (Israel), 2nd of February 2023.
- **2022** - "Techno-academic Language in the field of digital courses Production", EHES (École des hautes études en sciences sociales) Inter-disciplinary summer school on Knowledge: Borders, Mediations, Translation, Paris (France), from 4th to 8th of July 2022.
- **2022** - "Digitalization of Academic Learning and Edtech companies in Israel" Conference of

the Israeli Sociological Association, Online, February 8, 2022.

- **2021** - "The Digitization of Academic Education and Neoliberalization of Digital Learning"
Invited Lecture, Department of organizational psychology, ZHAW University, Zurich
Switzerland.
- **2021** - "Emotional aspects of university consumerist culture" Conference of the Israeli
Sociological Association on "Sociology and Crisis" Online, February 9, 2021.
- **2020** - "University professors as seen by their students: on images of neoliberal
intellectuals" Young Scholars Conference: "Intellectual: An Elusive Category? Definitions,
Social Identities and Transnational Contexts" Online, December 4, 2020.
- **2020** - "Students in Israel: Cultural aspects of the neoliberal university" 9th Midterm
Conference of the ESA Sociology of Emotions Research Network (RN11) online, November
25, 2020.
- **2020**- "Black screens: The transition to online learning in the higher education system: A
look through the camera lens" conference of the department of education, Ben Gurion
University of the Negev (Israel), October 2020.
- **2020** - "The emotional turn in the academy: experiences of students at the neoliberal
University" *Faculty of Humanities and Social Sciences Conference*, Ben Gurion University of
the Negev, Israel. With Dr. Julia Lerner, March 2020.
- **2019** - "Contemporary Studentiality in Israel" Eurostudent conference " Students in
changing higher education landscapes" Surry University, England, June 2019.

Languages

- English - very high level
- Hebrew - very high level
- Russian - high level