

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.

2009-2012 M.A. (Research Track), *magna cum laude*. Department of Sociology and Anthropology, Ben Gurion University of the Negev, Israel.

M.A. thesis: Students in Israel: Emotional Dimensions in the Neoliberal University.

Supervisor: Dr. Julia Lerner.

2006-2009 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. (Submitted). The Emotional Architecture of Digital Academic Education: The Case of Learning Designers in Israeli EdTech Companies. *Learning, Media, and Technology journal*.

Scholarships, Prizes, and Awards

- **2024 - Israeli Young Academy Retreat 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.
- **2017 - Department Excellence Award**, Department of the Land of Israel Studies, Kinneret College on the Sea of Galilee.
- **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-present** - 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

- **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", EHESS (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