

Juliana Kralik, CPA

The University of Tampa
Sykes College of Business

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Primary Areas of Interest (Control Systems) Operations Management

Currently Teaching: Principles of (Introduction to) Financial and Managerial Accounting

Academic Experience

Faculty Appointments

Instructor

Sykes College of Business, University of Tampa, Tampa, FL

2022 - Current

Research

Dissertation

Kralik, J. From Outside or From Within? The influence of motivation quality on auditor creativity in analytical procedure tasks.

Proposal defense: March 2022

Anticipated Final Defense: Fall 2022

Works Currently Under Review

Cainas, J. and J. Kralik. The Great Accounting Escape: A Teaching Tool for Relevant Costing and Special Decisions.

First round revise and resubmit at *Issues in Accounting Education*

Baaske, B., J. Cainas and J. Kralik. A Gamified Escape Room: Experimental evidence for the influence of gamification on motivation and learning in accounting education

First round revise and resubmit at *Issues in Accounting Education*

Working Papers

Demek, K., J. Kralik, T. Thornock, and C. Denison. Looking to the Past or to the Future: The Effect of Investment Progress and Progress Report Saliency on Continuing Capital Investment Decisions.

Demek, K., J. Kralik, and R. Mautz. The Upskilled Accountant: An Examination of Accounting's Digital Transformation

Cainas, J., C. Jozsi and J. Kralik. Educating Tomorrow's Accounting Professional.

Awards

2021 Bea Sanders/AICPA Innovation in Teaching Award for "The Great Accounting Escape: A Teaching Tool for Relevant Costing and Special Decisions" with Jennifer Cainas.

2021 Jim Bulloch Award for Innovation in Managerial Accounting for "The Great Accounting Escape: A Teaching Tool for Relevant Costing and Special Decisions" with Jennifer Cainas.

Institute of Management Accountants (IMA) sponsored Outstanding Education Case Award during the AIS/SET Midyear Meeting 2021 for "The Great Accounting Escape: A Teaching Tool for Relevant Costing and Special Decisions" with Jennifer Cainas.

AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium Participant 2021

Presentations

" Looking to the Past or to the Future: The Effect of Investment Progress and Progress Report Saliency on Continuing Capital Investment Decisions"

2021 *BYU Accounting Research Symposium*

2021 *Florida Behavioral Research Symposium*

" The Great Accounting Escape: A Teaching Tool for Relevant Costing and Special Decisions"

2021 *AIS Midyear Meeting*

2021 *Conference on Teaching and Learning in Accounting*

2021 *AAA Annual Meeting*

" Educating Tomorrow's Accounting Professional"

2021 *AIS Educators Conference*

2021 *AAA Annual Meeting*

