

Juliana Kralik, CPA  
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Sykes College of Business  
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## Primary Areas of Interest

*Research:* Juliana Kralik's research and teaching interests lie at the intersection of accounting and technology. Specifically, she uses behavioral methodologies to understand how accountants and higher education in accounting are influenced by the increasingly digital work environment.

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

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## Academic Experience

### Faculty Appointments

Instructor <i>Sykes College of Business, University of Tampa, Tampa, FL</i>	2022 - Current
Instructor <i>Lynn Pippenger School of Accountancy, Muma College of Business, University of South Florida, Tampa, FL</i>	2019 - 2020
Visiting Instructor <i>Sykes College of Business, University of Tampa, Tampa, FL</i>	2017 - 2018
Adjunct Instructor <i>Barney Barnett School of Business and Free Enterprise, Florida Southern College, Lakeland, FL</i>	2016 - 2018
Adjunct Instructor <i>University of South Florida Sarasota-Manatee, Sarasota, FL</i>	2017

### Courses Instructed (Course Format)

Financial Accounting Information (Face to Face, Online)  
Managerial Accounting (Face to Face, Online)  
Accounting Information Systems (Face to Face, Online, Hybrid)

### Education

University of South Florida, Tampa, FL <i>Ph.D., Business Administration - Accounting</i>	Anticipated Spring 2023
University of South Florida, Tampa, FL <i>Master of Accountancy - Audit / Information Systems</i>	2016
University of South Florida, Tampa, FL <i>Bachelor of Science in Accounting Bachelor of Arts in Criminology Honors College</i>	2011

## 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*

## “Auditor’s Judgments and Challenges with Identifying and Selecting Controls for Testing”

2020 Florida Behavioral Research Symposium,

Invited Speaker 2020 Junior Accounting Scholars Organization (JASO) Workshop

### Other

Content Creator for First Edition Cainas, Jozsi, and Pope *Managerial Accounting* textbook.

End of Chapter solutions and Test Bank questions and solutions for all chapters.

### Service

#### Service to the Discipline

Reviewer for *Journal of Accounting Education*

2022 - Present

#### Conference Participation and Service

Conference	Participant	Reviewer	Discussant	Moderator
AAA Annual	2019 - 2021	2019 - 2021	2019 - 2021	2019, 2021
AAA Auditing Midyear	2019 - 2021	2021		2021
AAA AIS/SET Midyear	2019 - 2021	2019, 2022	2019	
AAA ABO Midyear	2020, 2021	2021		2021
AAA SPARK Meeting	2020 - 2021	2021		
Florida Behavioral Accounting Research Symposium (FBARS)	2019 - 2021	N/A	N/A	N/A
AIS Educators	2021	N/A	N/A	N/A

#### Academic Affiliations

Junior Accounting Scholars Association

*Organizing Committee Member and President for the 2021 - 2022 Academic Year*

2020 - Present

American Accounting Association (AAA)

2018 - Present

### Professional Experience

#### Professional Experience

Audit Senior - EY, Tampa, FL

2011 - 2016

#### Professional Certifications and Affiliations

Certified Public Accountant (Florida)

2014 - Present

American Institute of Certified Public Accountants (AICPA)

2014 - Present