

## **Karah Sprouse, DBA**

Karah Sprouse is an Assistant Professor of Business at Cumberland University. Prior to teaching in Cumberland University's business program, she worked for companies such as LexisNexis and Underwriters Laboratories in software implementation. During that time, she became a PMP certified project manager in charge of multi-year implementations managing intergenerational project teams. These professional experiences have culminated in her interest and passion to understand how the youngest workplace generation, Gen Z, is motivated and engaged, especially when working with colleagues and leaders representing older generations.

Degrees:

D.B.A., Liberty University

M.B.A., University of Mississippi

B.S., University of Tennessee

**Engaging Gen Z: How to Bridge the Generation Gap:** Over the past two years Gen Z has been leading what companies call "The Great Resignation," switching jobs 134% more than in 2019 (Carney, 2022). This presentation will cover the highlights of the research study Dr. Sprouse conducted on how Gen Z engages with older generations in the workplace and is often misunderstood. While the research setting for this qualitative study was within the professional workplace, findings are extremely valuable to universities as administrators, faculty, and staff also seek to develop, engage, and retain this same generation on our campuses.

Since completing this study, Dr. Sprouse has presented her findings to multiple Gen Z audiences with overwhelming positive feedback and support for her interpretations. This has fueled her passion to advocate for this generation in academic and professional environments.