

**Track chair:** Dr Anu Jossan, QFBA Northumbria University

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**Title of the Proposed Track:** *Bridging Generational Gaps in Business Education: Enhancing Experiential Learning in the Digital Era*

**Track Description:** The evolving generational dynamics in business education have created significant challenges in aligning teaching methodologies with student learning preferences. While educators, predominantly from Baby Boomer, Gen X, and Millennial cohorts, bring valuable expertise and pedagogical traditions, they often face difficulties in engaging Gen Z students, who thrive in digitally immersive, interactive, and self-paced learning environments. This track explores how experiential learning can bridge this generational divide by integrating adaptive digital technologies, interactive case-based teaching, and collaborative learning approaches. Discussions will focus on the impact of generational differences on pedagogical strategies, digital literacy disparities, and innovative experiential learning methods that enhance student engagement and outcomes. By addressing these issues, this track seeks to develop actionable strategies to foster inclusive and effective business education, ensuring that learning environments evolve to meet the needs of diverse generational cohorts.

**Subtracks :** Innovative Experiential Learning Method, Future Trends in Business Education