

# **Bala Mulloth**

Assistant Professor of Public Policy  
Frank Batten School of Leadership and Public Policy, University of Virginia  
mulloth@virginia.edu; 434-989-3355  
LinkedIn: <http://www.linkedin.com/in/bmulloth>  
Skype: bmulloth

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## **Current:**

### **Assistant Professor of Public Policy**

#### **Frank Batten School of Leadership and Public Policy, University of Virginia**

Charlottesville, Virginia, August 2015 – Present

#### ***Research Areas***

Innovation and strategic processes within new ventures, social entrepreneurship, innovation ecosystems, and sustainable business models

#### ***Courses Designed and Taught***

- Introduction to Social Entrepreneurship
- Innovation and Social Impact
- Social Innovation in Emerging Markets: India and South East Asia
- Developing a New Social Venture
- Global Field Experience - Social Entrepreneurship in India (a two week course in Mumbai)

## **Visiting Faculty Fellow**

### **Center for Technology and National Security Policy, Institute for National Strategic Studies (INSS), National Defense University (NDU)**

Fort McNair, Washington, DC, June 2016 – Present

#### ***Focus Areas***

- Research the development of academic programs, training, and networks that support the emergence of an innovation ecosystem aligned with DoD;
- Develop metrics related to outputs and outcomes of NSTA education programs; and
- Support curriculum design related to national security innovation, entrepreneurship, and change management.

## **Previous:**

### **Assistant Professor of Entrepreneurship and Innovation Management Central European University (CEU) Business School**

Budapest, Hungary, June 2011- July 2015

#### ***Courses Designed and Taught***

- Developing a New Venture
- Social Entrepreneurship and Innovation
- Sustainability in Business
- Emerging Regions: India and South East Asia
- Business in a Global City: New York City (a month-long MBA course CEU runs in NYC)

### **Faculty Director, CEU InnovationsLab Central European University Business School**

Budapest, Hungary, March 2012 – July 2015

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## **Key Responsibilities**

- Create and manage the George Soros funded Lab to spur innovation and entrepreneurial thinking among students at Central European University.
- Incubate new ventures including Ashoka-Hungary, the Hungarian subsidiary of the global Ashoka social enterprise as well as student ventures emerging from the Developing a New Venture course.
- Create policy and governance structure for management of the Lab.
- Engage local, regional and global entrepreneurial network to be involved as mentors and service providers for the Lab.
- Review venture performance on a periodic basis as per their projected task plans.
- Involve relevant constituencies at Central European University, including faculty, students and alumni in the Lab activities.
- Build relationships with other universities in Budapest, the region and beyond by being a participant in global entrepreneurship research grant projects and by co-publishing research papers.

## **Education**

**NYU Tandon School of Engineering**  
**Doctor of Philosophy, Technology Management**  
Brooklyn, New York, January 2011

*Dissertation: Diversity in Contemporary Entrepreneurship: The evolution of two representative Clean Technology companies in New York City as cases in point.*

**NYU Tandon School of Engineering**  
**Master of Science, Technology Management**  
Brooklyn, New York, June 2007

**NYU Tandon School of Engineering**  
**Master of Science, Telecommunication Networks**  
Brooklyn, New York, June 2004

**University of Bombay**  
**Bachelor of Science, Electrical Engineering**  
Mumbai, India, June 2002

## **Research**

### **Refereed Journal Publications**

Mulloth, Bala and Bharat Rao (2017), "The Role of Universities in Encouraging Growth of Technology-Based New Ventures." ***International Journal of Innovation and Technology Management***: 1750014

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Harrison, Jay, Bala Mulloth and Bharat Rao (2017), "Developing an Innovation-Based Ecosystem at the U.S. Department of Defense: Challenges and Opportunities," **Defense Horizons 81**, April 2017, Institute for National Strategic Studies, National Defense University

Mulloth, Bala, Jill R. Kickul and Lisa K Gundry (2016), "Driving Technology Innovation Through Social Entrepreneurship at Prezi", **Journal of Small Business and Enterprise Development**, Vol. 23 Iss. 3 pp. 753 – 767

Mulloth, Bala, Mel Horwitch and Erin Newton (2014), "Short-Term Faculty-Led Study Abroad Programs—Lessons from the CEU Business School New York City Program," **Academy of International Business (AIB) Insights**, 14(4), 5-9.

Mulloth, Bala and Andreas Antonopoulos (2014), "Developing Central and Eastern Europe as a Hub for Global Entrepreneurship: Budapest and Prague as Cases in Point," **Studia i Materiały**, 2014 (17): 7– 18, ISSN 1733-9758, © Wydział Zarządzania UW, DOI 10.7172/1733-9758.2014.17.1

Mulloth, Bala and Peter Hardi (2013), "Using Strategic CSR to Achieve the Hybrid Middle Ground in Social Entrepreneurship: The Case of Telenor Hungary," World Academy of Science, Engineering and Technology, International Science Index 82, **International Journal of Social, Management, Economics and Business Engineering**, 7(10), 404 - 410.

Kiryushin, Peter, Bala Mulloth and Tatiana Iakovleva (2013), "Developing cross-border regional innovation systems with clean technology entrepreneurship: the case of Øresund," **International Journal of Innovation and Regional Development**, Vol. 5, No. 2, pp.179 –195.

Kickul, Jill and Bala Mulloth (2013), "Educating the Next Generation of Social Entrepreneurs: A Blended Value Approach," **Impact Business Review**, May - June Volume 2, pp. 117-120.

Mulloth, Bala, Mark Griffiths and Jill Kickul (2012). Verdant Power: A Case of Ethical Leadership. **Journal of Business Ethics Education**, Volume 9, pp. 447-468.

Mulloth, Bala and Mel Horwitch (2010), "The interlinking of entrepreneurs, grassroots movements, public policy and hubs of innovation: The rise of Cleantech in New York City," **Journal of High Technology Management Research** 21 (2010) 23–30.

### Book Chapters, Business Case Studies and Teaching Notes

Bala Mulloth and Jessica Foley (2017), "Focused Ultrasound Foundation: Paving the Way for Responsible Innovation and Social Entrepreneurship in Healthcare Service." **UVA-ENT-0212 (Charlottesville, VA: Darden Business Publishing, 2017)**

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Mulloth, Bala, Peter Kiryushin, Tatiana Iakovleva and, Nataliya Ivashchenko (2016), "The Role of Triple-Helix Collaboration in the Development of Cleantech Entrepreneurship: Lessons Learned From the Øresund and Moscow Regions" in **Multiple Helix Ecosystems for Sustainable Competitiveness**, Springer (to be released May 2016) eds. Peris-Ortiz, M., Ferreira, J.J., Farinha, L., Fernandes, N.O.

Mulloth, Bala and Jill Kickul (2015), "New York University: Nurturing Entrepreneurship in New York City," in **The Entrepreneurial University: Case Studies and Policy**, Routledge (May 2015) eds. Foss, L & Gibson, D V, UiT The Arctic University of Norway.

Mulloth, Bala (2014), "The Rise of Social Entrepreneurship," in **Free Markets in its Twenties: Modern Business Decision Making**, ed., Kisilowski, M. with foreword by George Soros, Central European University Press, 2014.

Bala Mulloth (2010), "Green Map System: Creating Social Pathways Toward Modern Clean Technology Entrepreneurship," Case Study Document, **CleantechExecs Program**, Department of Technology Management and Innovation, NYU Tandon School of Engineering

Rao, Bharat and Bala Mulloth (2006), "How Outsourcing IT Providers are Moving up the Value Chain," **British American Business Newsletter**, New York and London, Summer 2006, pp.6.

### Grant Funded Projects

#### Current:

#### **"Digitalize or Die - Dynamic Drivers of Responsible Research and Innovative in Health and Welfare Services" (Norwegian Research Council funded project no. 247716/O70)**

A multi-institution (universities from the US, UK, Portugal, Netherlands, Australia and Norway) research project funded by the Norwegian Research Council to study the role of digital technologies in the developing solutions to pressing societal challenges in the health and welfare industry in a responsible way.

Role on Project: Principal Investigator for UVA Team.

Sponsor: University of Stavanger, Norway

Total funding allocated for UVA: 250,000 NOK (approx. 30,000 USD)

April 2016 - February 2020

#### **Phoenix-Aid (proposal #15274-16) for the VentureWell Entrepreneur-Team Program in the Fall 2016 grant cycle - Stage 1 Funding**

Role on Project: Batten/UVA Principal Investigator and lead faculty advisor for Phoenix Aid, a student social venture aimed at developing a safe, cost-effective and comprehensive wound care dressing to prevent infections, and accelerate the healing of chronic wounds.

Sponsor: The National Collegiate Inventors & Innovators Alliance (NCIAA), d/b/a VentureWell

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Total funding allocated for Team: 5000 USD  
December 1, 2016 - August 31, 2017

### **Phoenix-Aid (proposal #15274-16) for the VentureWell Entrepreneur-Team Program in the Winter 2017 grant cycle - Stage 2 Funding**

Role on Project: Batten/UVA Principal Investigator and lead faculty advisor for Phoenix Aid, a student venture aimed at developing a safe, cost-effective and comprehensive wound care dressing to prevent infections, and accelerate the healing of chronic wounds.

Sponsor: The National Collegiate Inventors & Innovators Alliance (NCIAA), d/b/a VentureWell

Total funding allocated for Team: \$19,935.00 USD  
December 1, 2016 - August 31, 2018

### **Implementation of cost effective particle and chemical masks for developing countries using textiles and metal organic frameworks**

Role on Project: Partner

Sponsor: Seed Funding from the Center for Global Initiatives and Innovation, U.Va.

Total current seed funding allocated: 10,000 USD

### **Previous:**

#### **"Academic Entrepreneurship: From University Research to Implementation and Commercialization of Innovations - A Comparative Study" (FORFI)**

**Sponsor: UiT The Arctic University of Norway**

A multi-institution (universities from the US, UK, Sweden, Finland and Norway) research project funded by the Norwegian Research Council to study academic entrepreneurship. The aim of the project was to strengthen understanding about how collaboration and entrepreneurial education in universities are conducive to the implementation and commercialization of research-based innovations.

November 2011-July 2015.

### **Refereed Conference Proceedings**

Mulloth, Bala and Bharat Rao, "Growth Strategies for an Indian IT Brand in Europe: The Case of Tata Consultancy Services – Hungary," *Management of Engineering and Technology, Portland International Center for IEEE* (2017) (forthcoming July 2017)

Mulloth, Bala and Demet Tuncer (2014), "Glocalization Paths of A Social Enterprise: An Inductive Study Based On The Case Of Green Map System," *The 11th Annual Social Entrepreneurship Conference*, to be held on November 5-7, 2014, Boston, Massachusetts, USA.

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Mulloth, Bala and Peter Hardi (2013), "Using Strategic CSR to Achieve the Hybrid Middle Ground in Social Entrepreneurship: The Case of Telenor Hungary," ***International Conference on Innovation, Entrepreneurship and Strategic Management***, October 14-15, 2013, Osaka, Japan.

Mulloth, Bala, Mel Horwitch and Peter Hardi (2013), "Achieving the Hybrid Middle Ground in Modern Social Entrepreneurship: A Conceptual Discussion With NYC-Based Clean Technology Enterprises as Cases in Point," ***Portland International Conference on Management of Technology (PICMET) 2013: Technology Management for Emerging Technologies***, July 28-August 1, San Jose, California, USA.

Kiryushin, Peter, Bala Mulloth, Tatiana Iakovleva and Vladimir Solodov, "The Role of Academia in the Development of Regional Innovation Systems: A Comparative study of the Øresund and Moscow Regions," ***6th International Conference for Entrepreneurship, Innovation and Regional Development***, June 20-21, 2013, Istanbul, Turkey.

Kiryushin, Peter, Bala Mulloth and Tatiana Iakovleva (2012), "Developing Øresund Region's Innovation System with Clean Technology Entrepreneurship," In C. Viva and F. Lucas (eds) ***7th European Conference in Innovation and Knowledge Management***, Santarem, Portugal. Academic Publishing International Limited, UK. Book ISBN: 978-1-908272-68-3; ISSN: 2049-1050, pages 376-383, CD version ISBN: 978-1-908272-66-9 ISSN: 2049-1077.

Mulloth, Bala, Mel Horwitch and Peter Hardi (2012), "Using Strategic CSR to Achieve the Hybrid Middle Ground Sustainability Equilibrium During an Economic Crisis: The Case of Telenor Hungary," ***11th Annual EABIS Colloquium, Strategic Innovation for Sustainability***, 2-4 July 2012, IMD, Lausanne, Switzerland.

Mulloth, Bala and Mel Horwitch (2010), "The Emerging Complexity of Business and Social Entrepreneurship: Two Clean Technology Ventures in New York City as Cases In Point," ***Portland International Conference on Management of Technology (PICMET) 2010: Technology Management for Global Economic Growth***, July 18-22, Phuket, Thailand.

Mulloth, Bala and Wendy Brawer (2010), "Green Maps as a Vehicle for Social Change," ***Cumulus 2010 Shanghai Conference***, Shanghai, China.

Mulloth, Bala and Mel Horwitch (2008), "The Interlinking of Entrepreneurs, Grassroots Movements, Public Policy and Hubs of Innovation: The Rise of Cleantech in New York City," ***Portland International Conference on Management of Technology (PICMET) 2008 Proceedings***, July 27-31, Cape Town, South Africa.

Mulloth, Bala, Bharat Rao and Bojan Angelov (2008), "The Branding Imperative in Experience-Based, Services- Intensive Economies- The Case of Virgin Galactic," ***International Association of the Management of Technology (IAMOT) 2008 Conference Proceedings***, April 6-10, Dubai, UAE.

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Rao, Bharat and Bala Mulloth (2007), "Building a Global Brand: The Case of Wipro," **Portland International Conference on Management of Technology (PICMET) 2007 Proceedings**, August 5-9, Portland, Oregon.

Ziv, Nina and Bala Mulloth (2006), "An Exploration on Mobile Social Networking: Dodgeball as a Case in Point," **IEEE Conference Proceedings, MBusiness 2006 Conference**, June 27-28, Copenhagen, Denmark.

### **Related Experience**

**Research Fellow and Adjunct Professor, Department of Technology Management and Innovation, NYU Tandon School of Engineering**  
Brooklyn, New York, August 2004–May 2011

#### ***Courses Taught***

- Introduction to E-Business
- Foundations of Management
- Management Science
- Enterprise Data Systems

**Senior Manager, Office of Innovation Development, Technology Transfer and Entrepreneurship**  
**NYU Tandon School of Engineering**  
New York, New York, April 2007-May 2011

#### ***Key Responsibilities***

- Recruited start-ups to the business incubators (BEST and 160 Varick Street).
- Worked with the Incubator Director in evaluating tenant activities as per their projected task plans and budgets for renewal decisions.
- Continually identified, reviewed, and selected support services (legal, marketing, sales, capital investment, etc.).
- Communicated with the advisory board and helped recruit new technical and business professionals for membership to the board.
- Coordinated incubator activities with the University's overall vision and mission of Invention, Innovation and Entrepreneurship (I<sup>2</sup>E).
- Helped engage University faculty and students in incubator events and activities.

### **Events and Panels**

**Invited Speaker: An Exploration of Social Entrepreneurship and Innovation in the Yamuna River Plain**

Presented at UVA Yamuna River Project Symposium: Challenges in Equitable Development  
Charlottesville, Virginia.  
April 14, 2017

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### **Invited Speaker: Social Entrepreneurship: In Theory and in Practice**

Lecture, discussion, and group exercise on social entrepreneurship for Presidential Precinct  
"Mexico Meet America" student group from University of Guadalajara, Mexico  
Charlottesville, Virginia  
December 9, 2016.

### **Instructor: Sustainable Business Through Social Entrepreneurship and Innovation European Institute of Innovation and Technology, Climate-KIC Central Hungary**

Balaton, Hungary  
December 2013 and December 2014

### **Workshop Leader: Social Entrepreneurship: A Mechanism for Turning Around Companies**

Cluj-Napoca, Romania  
November 2013

### **Session Instructor: New Trends in Social Innovation Central European Conference**

Eger, Hungary  
March 2013

### **Jury Member**

#### **Kairos - Hungary Student New Venture Competition**

Budapest, Hungary  
November 2012

### **Panelist: "Start Your Business"**

#### **The First Entrepreneurship Summit in Hungary**

Budapest, Hungary  
October 2012

### **Panelist: "Entrepreneurship and Start-up Centers in Hungary and Beyond" Central and Eastern European Innovation Tech Show**

Budapest, Hungary  
June 2012

### **Panelist: Train the Trainer Entrepreneurship Boot camp for EU funded InnoCreative Program**

IESE Business School, Barcelona, Spain  
May 2012

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### **Featured Speaker "Scientist to Entrepreneur"; Session Leader: "Business Plan: Inception to Fruition" The New York Academy of Sciences**

New York, New York  
December 2011

### **Honors and Awards**

Visiting Faculty Fellow at the Center for Technology and National Security Policy (CTNSP), Institute for National Strategic Studies (INSS) at the National Defense University  
Fort McNair, Washington, DC, June 2016 – Present

Expert Review Panel and Advisory Board Member, Stewart Satter Program in Social Entrepreneurship NYU Stern School of Business, Berkley Center for Entrepreneurship & Innovation  
New York, New York, November 2008-Present

Invited Reviewer for the Journal of Business Ethics

Elected to a Full Member of the Sigma Xi Scientific Research Society

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