

## **Balashankar (Bala) Mulloth**

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

mulloth@virginia.edu; 434-989-3355

LinkedIn: <http://www.linkedin.com/in/bmulloth>

Professor Spotlight: <https://at.virginia.edu/2NLr5Xp>

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**February 2021**

### **Current:**

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

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

August 2015 – Present

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

Social entrepreneurship, innovation and strategic processes within new ventures, 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

#### ***Center Affiliations***

- Social Entrepreneurship at the University of Virginia
- The Center for Health Policy

#### **Co-Founder and CEO**

#### **Hava, Inc.**

September 2018 – Present

Hava, Inc<sup>12</sup>. is a University of Virginia backed materials science venture that creates advanced fabrics that help people breathe clean air.

#### **Research Fellow**

#### **U.S. Army Research, Development and Engineering Command, Army Research Laboratory**

January 2019 – December 2019

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

- Military Innovation and competitiveness.
- 4IR (Fourth Industrial Revolution) technologies and their implications for national security
- Human-centered implications of innovation in the DoD

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<sup>1</sup> <https://batten.virginia.edu/school/news/breathe-smart-batten-affiliated-startup-launches-crowd-funding-campaign>

<sup>2</sup> <https://news.virginia.edu/content/dream-team-uva-professors-unite-produce-revolutionary-air-filters>

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### **Previous:**

#### **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 – December 2017

#### ***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.

#### **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

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

- Managed the George Soros funded Lab to spur innovation and entrepreneurial thinking among students at Central European University.
- Created policy and governance structure for management of the Lab.
- Reviewed venture performance on a periodic basis as per projected task plans.
- Helped engage University faculty and students in incubator events and activities.
- Built relationships with other universities and entrepreneurship centers in Europe, Asia and North America.

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### **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:**

#### **Publications**

Mulloth, B. (2021). Exploring social business pathways: Green map system as a case in point. *Journal of Contemporary Administration*, 25(3), e190351. <https://doi.org/10.1590/1982-7849rac2021190351.en>

Mulloth, B., & Brinson, A., (2021). Culinary concepts AB and the employment crisis in food and beverage in Charlottesville. In *SAGE Business Cases*. SAGE Publications, Ltd., <https://www.doi.org/10.4135/9781529767902>

Mulloth, B., Carden, W., & Carden, E., (2021). ReadWrite Digital: Improving student outcomes through educational innovation. In *SAGE Business Cases*. SAGE Publications, Ltd., <https://www.doi.org/10.4135/9781529744156>

Mulloth, B., & Fickett, D., (2021). RVA works: Empowering entrepreneurs for big change. In *SAGE Business Cases*. SAGE Publications, Ltd., <https://www.doi.org/10.4135/9781529752465>

Rao, B., Harrison, A. J., & Mulloth, B. (2020). Defense Technological Innovation: Issues and Challenges in an Era of Converging Technologies. *Edward Elgar Publishing* (May 29, 2020)

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Rao, Bharat, Bala Mulloth and Adam Jay Harrison (2019), "Integrating AI Capabilities into Existing Technology Platforms: Drones as a Case in Point" In 2019 **Portland International Conference on Management of Engineering and Technology** (PICMET), pp. 1-6. IEEE, 2019

Mulloth, Bala and Stefano Rumi (2019), "Charlottesville Works: Harnessing Social Networks to Promote Employment and Fight Poverty", **SAGE Business Cases**, January 2019. 10.4135/9781526464316. Online ISBN: 9781526464316

Mulloth, Bala, and Bharat Rao (2018), "Revitalizing the Yamuna River: Social Entrepreneurship Approaches." In 2018 **Portland International Conference on Management of Engineering and Technology** (PICMET), pp. 1-9. IEEE, 2018

Harrison, Adam Jay, Bharat Rao, and Bala Mulloth (2018), "Innovation Tradecraft: Sustaining Technological Advantage in the Future Army." **Parameters** 48, no. 4 (2018): 45-52.

Mulloth, Bala and Susan Rivers (2018), "iThrive Games: Championing Responsible Innovation and Social Entrepreneurship in Games," **Darden Business Publishing** Case No. ENT-0223, September 26, 2018

Mulloth, Bala and Stefano Rumi (2018), "The University of Virginia Pay-for-Success Lab: Jumpstarting University-Based Pay-for-Success Research Labs," **Darden Business Publishing** Case No. UVA-ENT-0222 Sept. 4, 2018

Mulloth, Bala, Robert Patterson, and John Whitworth (2018), "Diogenes-FG: Heralding Responsible Innovation in Fiduciary Services for Retirement and Nonprofit Trustees," **Darden Business Publishing** Case No. UVA-ENT-0221, May 8, 2018

Mulloth, Bala and Matthew Ericson (2018), "Habitat for Humanity and the Mixed Income Housing Market in Charlottesville," **SAGE Business Cases**, January 2018. 10.4135/9781526445391. Online ISBN: 9781526445391

Mulloth, Bala, Ellington, A. Jefferson and Taft, Art (2017), "The Concentric DPC Health Relationship Platform: Catalyzing Social Entrepreneurship in Health Care Services," **Darden Business Publishing** Case No. UVA-ENT-0219, November 3, 2017.

Mulloth, Bala and Jessica Foley (2017), "Focused Ultrasound Foundation: Paving the Way for Responsible Innovation and Social Entrepreneurship in Healthcare Services," **Darden Business Publishing** Case No. UVA-ENT-0212, May 15, 2017

Mulloth, Bala and Bharat Rao (2017), "Growth Strategies for an Indian IT Brand in

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Europe: The Case of Tata Consultancy Services - Hungary." **Technology Management for an Interconnected World**, Portland International Center for Management of Engineering and Technology (978-1-890843-36-6), July 2017

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

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** 23.3 (2016): 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, © WydZIA ZarzÉdzania 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.

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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.

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.

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.

### Book Chapters

Mulloth, Bala and Michael D. Williams (2019), "University of Virginia Health System's MyChart: Supporting Patient Care and Research", in ***Responsible Innovation in Digital Health: Empowering the Patient***, Tatiana Iakovleva, Elin Merethe Oftedal, John Bessant, eds. Edward Elgar Publishing, July 26, 2019.

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***, Peris-Ortiz, M., Ferreira, J.J., Farinha, L., Fernandes, N.O, eds. Springer International Publishing, May 27, 2016.

Mulloth, Bala and Jill Kickul (2015), "New York University: Nurturing Entrepreneurship in New York City," in ***The Entrepreneurial University: Context and Institutional Change***, Foss, Lene, and David V. Gibson, eds. Routledge, May 22, 2015.

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

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.

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### **Grant Funded Projects:**

#### **Ivy Foundation COVID-19 Translational Research Fund**

Total Funding: **\$110,000**

Role on Project: **Co-PI**

Source: **IVY Foundation**

Funding Period: **August 2020 onwards**

#### **Guiding Student Research to Solve Global Problems in Air Pollution**

Status: **Awarded**

Total Funding: **\$100,000**

Role on Project: **Co-PI**

Source of Funds: **Jefferson Trust**

Funding Period: **June 2020 onwards**

#### **Cost-Effective Air Filters for Developing Countries and Studying Population Response to Air Pollution**

Status: **In progress**

Total Funding: **\$30,000**

Role on Project: **Co-PI**

Source of Funds: **UVA Environmental Resilience Institute**

Funding Period: **June 2019 onwards**

#### **Developing Cost Effective Air Filters for Developing Countries**

Status: **Completed**

Total Funding: **\$100,000**

**Global Program of Distinction Grant competition winner at UVA**

Role on Project: **Co-PI**

Source of Funds: **UVA Center for Global Inquiry + Innovation**

Funding Period: **January 2018 – August 2019**

#### **Digitalize or Die – Dynamic Drivers of Responsible Research and Innovation in Health and Welfare services (Norwegian Research Council funded project no. 247716/O70).**

**This grant is being operated through the Batten School's Center for Health Policy**

Status: **Completed**

Total current funding allocated for UVA: **250,000 NOK (about \$30,000)**

Role on Project: **Batten/UVA research consortium PI**

Source of Funds: **Norwegian Research Council funded project no. 247716/O70**

Project Sponsor: **The University of Stavanger, Norway**

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Funding Period: **2016-2019**

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

Status: **Completed**

Total funding allocated for Team: **\$5000**

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.

Source of Funds: **The National Collegiate Inventors & Innovators Alliance (NCIAA), d/b/a VentureWell**

Funding Period: **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**

Status: **Completed**

Total funding allocated for Team: **\$19,935.00**

Role on Project: **Batten/UVA Principal Investigator and lead faculty advisor for Phoenix Aid**

Source of Funds: **The National Collegiate Inventors & Innovators Alliance (NCIAA), d/b/a VentureWell**

Funding Period: **December 1, 2016 - August 31, 2018**

### **Social Entrepreneurship and Innovation in the Yamuna River Plain**

Status: **Completed**

Total Funding: **\$10,000**

Role on Project: **Batten/UVA research consortium participant**

Source of Funds: **UVA Center for Global Inquiry + Innovation**

Funding Period: **Summer 2017**

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

Status: **Completed**

Total Funding: **250,000 NOK (about \$30,000)**

Role on Project: **Central European University research consortium PI**

Source of Funds: **UiT The Arctic University of Norway**

Funding Period: **2011-2015**

### **Related Experience:**

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### **Research Fellow and Adjunct Professor, Department of Technology Management and Innovation, New York University**

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 New York University**

New York, New York, April 2007–May 2011

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

- Recruited start-ups to the NYU business incubators.
- 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: Social Entrepreneurship - In Theory and in Practice**

Presented at the **Presidential Precinct's 2019 Global Leadership Forum.**

Charlottesville, Virginia

October 15, 2019

#### **Invited Speaker: Communicating the Impact of your Social Venture**

Presented at the **Presidential Precinct's 2018 Global Leadership Forum.**

Charlottesville, Virginia

October 30, 2018

#### **Invited Speaker: Social entrepreneurship - Can you do well by doing good?**

Presented as part of the seminar series: **Eat, Think & Innovate arranged by iPark Stavanger together with Valdé (TTO for the University of Stavanger)**

Stavanger, Norway

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June 12, 2018

### **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

### **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**

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### **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

### **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:**

Recipient of the **Ivy Foundation COVID-19 Translational Research Fund** for proposal titled, "Technology Driven Entrepreneurial Solutions to Address Healthcare Worker Protection Needs"

Recipient of the **2020 Jefferson Trust Award** for proposal titled, "Guiding Student Research to Solve Global Problems in Air Pollution"

Profiled in **Sydney Morning Herald** as one of nine design teams commissioned to provide the public with a glimpse into the future of home furnishings and objects for a show titled Hybrid at the Powerhouse Museum in Sydney, Australia.

Invited to be the **Series Editor for the Immigrant Entrepreneurs series for Sage Business Cases**. I was offered (and accepted) to perform the same role for a second series on Immigrant Entrepreneurs starting this year

University-affiliated venture, Hava, was elected for the ongoing **Catalyst Accelerator program** by the Batten Institute.

Strategic Advisor, **The Spill Teem** (March 2019 – Present)

Board of Directors at the **Charlottesville Ballet** (January 2019 – June 2020)

Strategic Advisor, **YCenter** (June 2016 – Present)

Mentor, **Computers4Kids** (January 2018- December 2018)

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 – December 2017)

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Faculty mentor of Phoenix-Aid, an award-winning student social venture. In addition to receiving two rounds of the **VentureWell grant funding** the venture won:

- First Place in the 2017 **BMEidea competition held in New York City** on June 13, 2017. The prize included 25,000 USD as well as a BMEidea trophy to be held by UVA for one year (joining other prestigious universities such as Johns Hopkins, MIT and Stanford).
- Bronze at the prestigious **National Collegiate Inventors Competition** hosted by the U.S. Patent and Trademark Office on November 3, 2017. The prize also entailed a cash award of 2,500 USD.
- The venture's success and the student-faculty partnership was written up in several local and regional news outlets such as the **The Cavalier Daily**<sup>3</sup>, **Charlottesville Tomorrow**<sup>4</sup>, **CBS19 News**<sup>5</sup> and the Batten School Website<sup>6</sup>

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:** Journal of Small Business and Enterprise Development, Journal of Business Ethics, SAGE Business Cases, International Journal of Innovation and Technology Management.

**Scholarly Memberships:** The Annual Social Entrepreneurship Conference, Academy of Management, Sigma Xi Scientific Research Society, Portland International Center for Management of Engineering and Technology.

### **Recent Press:**

**Designers and researchers join forces to imagine the home of the future:**  
<https://www.smh.com.au/culture/art-and-design/designers-and-researchers-join-forces-to-imagine-the-home-of-the-future-20200909-p55tsk.html>

**Batten's Bala Mulloth Receives COVID-19 Social Entrepreneurship Grant:**  
<https://batten.virginia.edu/about/news/battens-bala-mulloth-receives-covid-19-social-entrepreneurship-grant>

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<sup>3</sup> <http://www.cavalierdaily.com/article/2017/10/u-va-team-to-compete-as-finalist-in-collegiate-inventors-competition>

<sup>4</sup> <http://www.cvilletomorrow.org/news/article/29112-local-wound-care-startup-continues-to-impress/>

<sup>5</sup> <http://www.newsplex.com/content/news/UVA-students-work-on-innovative-bandage-heading-to-national-competition-450461383.html>

<sup>6</sup> <http://batten.virginia.edu/school/news/batten-sponsored-social-entrepreneurship-startup-poised-global-impact>

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### **Two UVA professors developed an innovative new air-filtration venture. Then the pandemic hit:**

<https://batten.virginia.edu/about/news/two-uva-professors-developed-innovative-new-air-filtration-venture-then-pandemic-hit>

### **Men Behind the Masks:**

<https://jeffersontrust.org/2020/05/adapting-to-changes-demand/>

### **Impact Investing: Making more than a profit in Rochester:**

<https://www.democratandchronicle.com/story/money/business/2016/05/20/impact-investing-venture-jobs-foundation-rochester/84290776/>

### **Foundation Serves as Model for UVA Case Study:**

<https://www.fusfoundation.org/news/foundation-serves-as-model-for-uva-case-study>

### **Applying Social Entrepreneurship Theory to the Real World:**

<https://batten.virginia.edu/about/news/applying-social-entrepreneurship-theory-real-world>

### **Dream Team: UVa Professors Unite to Produce Revolutionary Air**

**Filters:**<https://news.virginia.edu/content/dream-team-uva-professors-unite-produce-revolutionary-air-filters>