

## **Balashankar (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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### **November 2018**

#### **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

##### **Center Affiliations**

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

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

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

Charlottesville, Virginia, September 2018 – Present

Hava, Inc. is a University of Virginia backed life sciences social venture that builds customer-centered air filtration products, such as masks, scarves, screens, and curtains based on provisional patent-filed novel advanced materials and manufacturing techniques. Our goal is to make life in polluted cities healthier and for people to enjoy being outside even if their environment isn't as clean as they wish it were.

#### **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.

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### **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***

- Created and managed the George Soros funded Lab to spur innovation and entrepreneurial thinking among students at Central European University.
- Incubated new ventures including Ashoka-Hungary, the Hungarian subsidiary of the global Ashoka social enterprise as well as student ventures emerging from my Developing a New Venture course.
- Created policy and governance structure for management of the Lab.
- Reviewed venture performance on a periodic basis as per their projected task plans.
- Built 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

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### Research:

### Publications

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

Access: <http://store.darden.virginia.edu/ithrive-games-championing-responsible-innovation-and-social-entrepreneurship-in-games>

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

Access: <https://hbr.org/product/the-university-of-virginia-pay-for-success-lab-jump-starting-university-based-pay-for-success-research-labs/UV7596-PDF-ENG>

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

Access: <https://hbr.org/product/diogenes-fg-heralding-responsible-innovation-in-fiduciary-services-for-retirement-and-nonprofit-trustees/UV7453-PDF-ENG>

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

Access: <http://sk.sagepub.com/cases/habitat-for-humanity-mixed-income-housing-market-in-charlottesville>

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.

Access: <https://hbr.org/product/the-dpc-concentric-health-relationship-platform-catalyzing-social-entrepreneurship-in-health-care-services/UV7367-PDF-ENG>

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

Access: <https://hbr.org/product/focused-ultrasound-foundation-paving-the-way-for-responsible-innovation-and-social-entrepreneurship-in-health-care-services/UV7281-PDF-ENG>

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

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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, © 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.

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### **Book Chapters**

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.

### **Grant Funded Projects**

Title: **Developing Cost Effective Air Filters for Developing Countries**

Status: **Approved and In Progress**

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

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

Role on Project: **Co-PI**

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

Funding Period: **January 2018 onwards.**

Title: **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: **Approved and In Progress**

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**

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: **Approved and Competed**

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

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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: **Approved and In Progress**

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**

Title: **Social Entrepreneurship and Innovation in the Yamuna River Plain**

Status: **Approved and Completed**

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

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

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

Funding Period: **Summer 2017**

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

Status: **Approved and 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**

### **Refereed Conference Proceedings**

Mulloth, Bala and Bharat Rao (2018), "Revitalizing the Yamuna River: Social Entrepreneurship Approaches", Proceedings of **Portland International Conference on Management of Technology (PICMET) 2018: Technology Management for Interconnected World**, August 19-23, Honolulu, Hawaii

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**, November 5-7, 2014, Boston, Massachusetts, USA.

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.

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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.

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.

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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, 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: Communicating the Impact of your Social Venture**

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

Charlottesville, Virginia.

October 30, 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



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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 – December 2017

#### **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>1</sup>, Charlottesville Tomorrow<sup>2</sup>, CBS19 News<sup>3</sup> and the Batten School Website<sup>4</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 for the Journal of Business Ethics**

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

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<sup>1</sup> <http://www.cavalierdaily.com/article/2017/10/u-va-team-to-compete-as-finalist-in-collegiate-inventors-competition>

<sup>2</sup> <http://www.cvilletomorrow.org/news/article/29112-local-wound-care-startup-continues-to-impress/>

<sup>3</sup> <http://www.newsplex.com/content/news/UVA-students-work-on-innovative-bandage-heading-to-national-competition-450461383.html>

<sup>4</sup> <http://batten.virginia.edu/school/news/batten-sponsored-social-entrepreneurship-startup-poised-global-impact>