

## Professor Michael Czinkota

Professor (chair), International Marketing

The Department of Marketing

### Contact details

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### About

Michael Czinkota holds the Chair in International Marketing at the Birmingham Business School. He teaches in the Graduate School of Business at Georgetown University.

Dr. Czinkota served in the U.S. government during the Reagan and Bush Administrations working on export controls, trade analysis and international negotiations. He also was a partner in a furtrading firm and in an advertising agency.

He researches export development strategies and the linkage between terrorism and international business. His two leading college texts are International Marketing 9th edition and International Business, 7th edition.

He was named as one of the top three contributors to the international business literature. He is the 2007 recipient of the Lifetime Achievement Award in Global Marketing presented by the American Marketing Association.

### Qualifications

Vordiplom, University of Erlangen Nuernberg  
Ph.D. The Ohio State University  
MBA, The Ohio State University

### Teaching

- teaching of graduate courses in international business and international marketing
- working with graduate students and junior faculty to enhance publication of papers
- helping to further the global reputation of Birmingham

### Research

- international marketing
- export policy
- trade negotiations
- SME internationalization

### Other activities

Editorial Board Memberships:

Asian Journal of Marketing, 1992-  
International Executive (Thunderbird International Business Review), 1997-  
International Journal of Commerce and Management, 1989-  
Journal of Asia Pacific Business, 1992-  
Journal of Business Research, 1984-  
Journal of East-West Business, 1992-  
Journal of International Consumer Marketing, 1988-  
Journal of International Marketing, 1992-  
Journal of Marketing Channels, 1989-  
Journal of Teaching in International Business, 1989-  
Journal of the Academy of Marketing Science, 1998-  
Journal of World Business, 1997-  
Marketing Management, 1992 -  
Multinational Business Review, 2002 -

### Publications

Some key publications

### Articles

[Global Marketing](#) (with I. Ronkainen, C. Farrell and R. McTavish) Toronto, Nelson, 2009

[International Business](#), European Edition, (with Ronkainen, Moffett, Marinova and Marinov, London, Wiley, 2009

[International Marketing](#), 9th Ed. (1987, 1990, 1993, 1995, 1998, 2001, 2003, 2007,2010) (with I. Ronkainen) Cincinnati, Thomson, 12 translations

[The Export Marketing Imperative](#), (with I. Ronkainen and M. Ortiz-Buonafina) Cincinnati, Thomson, 2005

“New Developments in International Business: A Research Agenda” (with I. Ronkainen, [Management International Review](#), 2009

“ Foreign Market Entry Mode of Service Firms: The Case of U.S. MBA Programs “, (with D. Grossman, R. Javalgi, N. Nugent), [Journal of World Business](#), forthcoming

“The Effects of Terrorism on International Marketing” (with G. Knight), [Anthology on Global Marketing](#), (G. Svensson ed.), forthcoming

“Managing Internationally in the Face of Terrorism Induced Uncertainty,” (with P. Liesch, J. Steen and G. Knight) in [Handbook of 21st Century Management](#), Sage, 2008, 200-208

“The Remarkable Performance of International Marketing in the Second Half of the 20th Century,” (with J. Samli), [European Business Review](#), Vol. 19, 4, 2007, 316-331

“Towards an understanding of terrorism risk in the MNE,” (with G. Suder), [Multinational Business Review](#), 13, 3, April 2007.

## BOOKS

International Marketing (8th edition) 2007, (with I. Ronkainen), Cincinnati Thomson

International Business (7th edition) 2005, (with I. Ronkainen and M. Moffett), Cincinnati, Thomson

## Honours and Awards

2007 Lifetime Achievement Award in Global Marketing, American Marketing Association,

2006 Gambrinus Fellow, Universitaet Dortmund, Germany

2003 Elected as Fellow, Royal Society of Arts, United Kingdom

2001 Thorelli Prize, European Journal of Marketing and Literati Club

2000 Gold Vicennial Medal, Georgetown University

1998 Honorary Degree, Universidad del Pacifico, Lima, Peru

## Testimony before the U.S. Congress and the World Trade Organization

“International Marketing and Terrorism Preparedness,” Testimony before the Committee on Small Business, U.S. House of Representatives, One Hundred Ninth Congress, Nov. 1, 2005.

“On Freedom and International Marketing,” Congressional Record, U.S. House of Representatives, May 9th, 2005.

“Loosening the Shackles: The Future of Global Higher Education,” Testimony at Symposium on cross-border supply of services, World Trade Organization, Geneva, April 28-29, 2005.

“U.S. Manufacturers in the Global Marketplace: Market Share Changes, Vulnerabilities and Policy Challenges,” Testimony before the Committee on Small Business, U.S. House of Representatives, One Hundred-Eighth Congress, First Session, April 9, 2003.

“U.S. Exporters in the Global Marketplace: An Analysis of the Strengths and Vulnerabilities of Small and Medium Sized Manufacturers,” Testimony before the Committee on Small Business, U.S. House of Representatives, One Hundred-Seventh Congress, Second Session, April 24, 2002.

