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Czinkota was awarded the Significant Contribution to Global Marketing award from the American Marketing Association in 2007. He is a prolific author and has written for newspapers such as The Washington Times, The Korea Times, Japan Today, Ovi Magazine, and Handelsblatt.

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In addition, he is the Director of the School of Business program in Hong Kong. He is docent of international marketing at the Helsinki School of Economics and frequently teaches executive classes in Europe, Asia, South America, and as well as the United States.

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Michael Czinkota teaches international business and trade at the Graduate School and the McDonough School of Business at Georgetown University. He is also the chaired professor emeritus for internationam marketing at the University of Birmingham in the United Kingdom.

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