

James B Bexley

Professor - General Business & Finance
College of Business

Degrees Earned

Ph.D.	2006	Stirling University	Bank Marketing
M.B.A.	1967	University of Houston	Finance and Management
B.B.A.	1964	University of Texas at El Paso	Finance

Peer-Reviewed Publications and Artistic Performances/Exhibitions

Articles

- Breazeale, J. & Bexley, J. B. (in press, 2007). Cut the Dividend or Borrow to Pay it? The Case of Parkway Properties. *Journal of Finance Case Research*.
Acceptance Date: 2007
- Delcoure, N. V. & Bexley, J. B. (2007). An Overview of Audit Standards Affecting Community Bankers. *Bank Accounting and Finance*, 45-46.
Acceptance Date: 2007
- Duffy, J. M., Miller, J. M., & Bexley, J. B. (2006). Banking Customers' Varied Reactions to Service Recovery Strategies. *International Journal of Bank Marketing*, 24 (2), 112-132.
- Bexley, J. B., Hewer, P., & Sparks, L. (2005). Service Quality: An Empirical Study of Expectations Versus Perceptions in the Delivery of Financial Services. *Academy of Marketing Studies Journal*, 9 (2), 115-126.
- Bexley, J. B. (2005). Why Customers Choose Community Banks: An Empirical Study. *Journal of Commercial Banking and Finance*, 4 (2), 81-89.
- Bexley, J. B. (2005). Branson Door Company. *Journal of Finance Case Research*, 7 (1), 15-24.
- Brown, D., Bexley, J. B., & James, J. (in press, 2005). An Empirical Study of South Central U.S. Banks Profitability, Credit Quality and Loan Growth. *Journal of Commercial Banking and Finance*.
Acceptance Date: 2005
- Hynes, G. & Bexley, J. (2004). The Contribution of Banks' Annual Report Writing Quality to Investor Decision-Making. *Journal of Commercial Banking and Finance*, 3 (2), 113-122.
- Rakhimkhodjaeva, N. S. & Bexley, J. B. (2004). Commercial Banks' Privatization and Creation of Private Banks in Uzbekistan as the Necessary Factor to Restructure the Banking System. *Journal of Commercial Banking and Finance*, 3 (1), 1-9.
- Bexley, J. & Maniam, B. (2003). CEO Perception of Customer Satisfaction: An Empirical Study. *Academy of Marketing Studies Journal*, 7 (1), 11-18.
- Bexley, J., Maniam, B., & James, J. (2003). E-Commerce in Banking. *Journal of Strategic E-Commerce*, 1 (2), 113-122.
- Quarles, N., Ashorn, L., & Bexley, J. (2003). An Experiment Using ABC-Based Value Indexing for Bank Services. *Journal of Commercial Banking and Finance*, 2 (2003), 35-44.
- Stowe, C., Jenkins, G., & Bexley, J. (2003). Is Subchapter S Viable for Community Banks? *Journal of Legal, Ethical, and Regulatory Issues*, 6 (1), 111-116.
- Bexley, J., James, J., & Maniam, B. (2002). International Bank: An Asset/Liability Case Study. *Journal of the International Academy for Case Studies (Instructors' Notes)*, 8 (4), 85-87.
- Bexley, J., James, J., & Maniam, B. (2002). International Bank: An Asset/Liability Case Study. *Journal of the International Academy for Case Studies*, 8 (5), 27-37.
- Bexley, J., Ashorn, L., & Quarles, N. (2002). Does Planning Make a Bank More Effective? *Journal of Commercial Banking and Finance*, 1, 23-30.
- James, J., Bexley, J., & Maniam, B. (2002). Street Registration and Community Bank Management. *Sam Advanced Management Journal*, 67 (4), 58-63.
- Mehrens, D., Maniam, B., & Bexley, J. (2002). A Survey of Determinants of US Foreign Direct Investment in ASEAN-5 Countries. *Journal of Economics and Economic Education Research*, 3 (1), 87-101.
- Bexley, J. & James, J. (2001). First Bank of Brazos County. *Journal of the International Academy for*

Case Studies, 7 (2), 73-80.

Bexley, J. & James, J. (2001). First Bank of Brazos County. *Journal of the International Academy for Case Studies (Instructors' Notes)*, 7 (2), 73-80.

Bexley, J., Ashorn, L., & James, J. (2001). Loan Pricing: A Pricing Approach Based on Risk. *Academy of Accounting and Financial Studies Journal*, 5 (2), 175-180.

Bexley, J. & Maniam, B. (2001). Southwest Bank of Texas, N.A.: Maintaining Quality Performance With Rapid Growth. *Journal of Finance Case Research*, 2 (1,2), 49-56.

Bexley, J. & Lewis, R. (2001). Seven Ways to Bolster Marketing. *Bank Marketing Magazine*, 33 (3), 24-29.

Bexley, J. & Duffy, J. (2000). Adapting Financial Institution Directors' Roles in the Management Process to Achieve a Competitive Advantage: A Challenge for 2000 and Beyond. *Sam Advanced Management Journal*, 65 (3), 9-12.

Bexley, J., James, J., & Maniam, B. (2000). Marketing Concepts for Banking in the New Millennium. *Academy of Marketing Studies Journal*, 4 (2), 55-61.

Maniam, B., Mehta, S., & Bexley, J. (2000). Determinants of U. S. and Japanese Foreign Direct Investment in China: An Empirical Investigation. *Journal of Accounting and Finance Research*, 8 (5), 17-29.

Maniam, B., Bexley, J., & James, J. (2000). Perception of Islamic Financial System: Its Obstacles in Application, and its Market. *Academy of Accounting and Financial Studies Journal*, 4 (2), 22-36.

Bexley, J. (2000). The Strategic Planning Process for Community Banks. *Alliance of Independent Bankers*, XXXVI (3), 14-16.

Proceedings

Full Paper

Bexley, J. & Hynes, G. (2003). Bank Officers' Perceptions of Managerial Writing Competency. *Association for Business Communication - Southwestern United States Annual Conference*, 7-11.

Hynes, G. & Bexley, J. (2003). Understandability of Banks' Annual Reports. *Association for Business Communication Annual Convention*, 1-11.

Hynes, G. & Bexley, J. (2003). Reader Responses to Banks' Annual Reports. *Allied Academies International Conference*, 3 (2), Academy of Commercial Banking and Finance, 23-26.

Bexley, J. & Maniam, B. (2002). CEO Perception of Customer Satisfaction an Empirical Study. *Allied Academies International Conference*, 7 (2), Academy of Marketing Studies, 7-13.

Bexley, J., Maniam, B., & James, J. (2002). Using E-Commerce In Business and Banking. *Society for Advancement of Management International Management Conference*, Society for Advancement of Management, 43-49.

James, J., Bexley, J., & Amos, C. (2002). Commercial Bank Management: Understanding the Elements of Profitability. *Society for Advancement of Management International Management Conference (481-486)*.

Maniam, B., Bexley, J., & James, J. (2002). The Euro: Will It Survive? *Society for Advancement of Management International Management Conference*, Society for Advancement of Management, 498-502.

Bexley, J., James, J., & Maniam, B. (2001). Corporate Governance - Selection and Evaluation of Bank Directors. *Society for Advancement of Management International Management Conference*, Society for Advancement of Management, 513-518.

Bexley, J., James, J., & Maniam, B. (2001). Communicating Corporate Governance: Selection and Evaluation of Bank Directors. *Allied Academies International Conference*, 6 (2), Academy of Managerial Communications, 2-7.

James, J., Bexley, J., & Brown, D. (2001). Trends in Commercial Bank Profitability: A Ratio Analysis View. *Allied Academies International Conference*, 1, Academy of Commercial Banking and Finance, 26-31.

James, J., Bexley, J., & Maniam, B. (2001). Street Registration and Community Bank Management. *Society for Advancement of Management International Management Conference*, Society for Advancement of Management, 509-512.

Maniam, B., Bexley, J., & James, J. (2001). Electronic Trading and Its Significance. *Society for Advancement of Management International Management Conference*, Society for Advancement of Management, 519-524.

Stowe, C., Jenkins, G., & Bexley, J. (2001). Chapter S Election for Community Banks. *Allied Academies International Conference*, 5 (2), Academy for Studies in Business Law, 1-5.

Bexley, J., Lewis, R., & James, J. (2000). The Challenge of Service Quality in Banking. *Decision Sciences Institute Southwest Region Annual Conference*, 179-181.

Bexley, J., James, J., & Maniam, B. (2000). Marketing Concepts for Banking in the New Millennium. *Allied Academies International Conference*, 5 (2), Academy of Marketing Studies, 6-10.

Bexley, J., Maniam, B., & James, J. (2000). Perception of Islamic Financial System: Its' Obstacles in Application, and its Market. *Allied Academies International Conference*, 5 (2), Academy of Accounting and Financial Studies, 1-5.

Duffy, J., Bexley, J., & Miller, J. (2000). Customer Reactions to Banking Service Recovery Efforts. *Decision Sciences Institute Annual Meeting*, 3, 1293-1295.

James, J., Bexley, J., & Maniam, B. (2000). Credit Risk Management in a Changing Environment.

Abstract Only

- Bexley, J. B. (2005). Enterprise National Bank: A Study in Cost Control. *Allied Academies International Conference*.
- Bexley, J. B. (2005). Why Customers Choose Community Banks: An Empirical Study. *Allied Academies International Conference*.
- Sullivan, L. L., Bexley, J. B., & James, J. (2005). An Empirical Investigation of Street Registration for Banking. *Allied Academies International Conference*.
- Leavell, H., Maniam, B., & Bexley, J. B. (2005). Possibility of Russia Becoming a Strong Economic Power House Draft. *Allied Academies International Conference, 8 (1)*, 19.
- Bexley, J. (2004). Barnett Pipe Company. *Allied Academies International Conference, 11 (1)*, International Academy for Case Studies, 7.
- Brown, D., Bexley, J., & James, J. (2004). An Empirical Study of South Central U.S. Banks Profitability, Credit Quality and Loan Growth. *Allied Academies International Conference, 4 (1)*, Academy of Commercial Banking and Finance, 1.
- Bexley, J. & Ashorn, L. (2003). Regulatory Issues in Bank Lending. *Allied Academies International Conference, 3 (1)*, Academy of Commercial Banking and Finance, 1.
- Bexley, J. & Mizibrocky, J. (2003). Event Study of Pharmaceutical Companies: An Empirical Investigation. *Allied Academies International Conference, 8 (2)*, Academy of Accounting and Financial Studies, 27.
- Bexley, J., Maniam, B., & James, J. (2003). E-Commerce in Banking. *Allied Academies International Conference, 2 (1)*, Academy of Strategic E-Commerce, 1.
- Klett, T. & Bexley, J. (2003). Overview, Coordination of, and Updates on Existing Programs Including a New but Limited Tax Break Opportunity for Educational Expenses as a Result of the Economic Growth and Tax Relief Reconciliation. *Allied Academies International Conference, 8 (1)*, 39.
- Maniam, B., Bexley, J., & Reinke, J. (2003). Eurosystems Economic Issues. *Allied Academies International Conference, 6 (1)*, Academy for Economics and Economic Education, 19.
- Rakhimkhodjaeva, N. & Bexley, J. (2003). Commercial Banks' Privatization and Creation of Private Banks in Uzbekistan as the Necessary Factor to Restructure the Banking System. *Allied Academies International Conference, 3 (1)*, Academy of Commercial Banking and Finance, 15.
- Maniam, B., Bexley, J., Leavell, W., & Toombs, L. (2002). Mergers: Methods of Payment and the Impact on Expected Market Reaction. *Allied Academies International Conference, 7 (2)*, Academy of Accounting and Financial Studies, 41.
- Maniam, B., Bexley, J., & deMilliano, C. (2002). Impact of the Strong Dollar on the U.S. Economy. *Allied Academies International Conference (7)*, Academy of Accounting and Financial Studies, 1.
- Quarles, N., Ashorn, L., & Bexley, J. (2002). An Experiment Using ABC-Based Value Indexing for Bank Services. *Allied Academies International Conference, 2 (1)*, Academy of Commercial Banking and Finance, 53.
- Bexley, J. & James, J. (2001). First Bank of Brazos County. *Allied Academies International Conference, 8 (1)*, International Academy for Case Studies, 2.
- Bexley, J., Ashorn, L., & James, J. (2001). Loan Pricing: A Pricing Approach Based on Risk. *Allied Academies International Conference, 6 (1)*, Academy of Accounting and Financial Studies, 28.
- Bexley, J. & Maniam, B. (2001). Southwest Bank of Texas, N.A.: Maintaining Quality Performance With Rapid Growth. *Allied Academies International Conference, 3 (1)*, Institute for Finance Case Research, 1.
- Maniam, B., Mehrens, D., & Bexley, J. (2001). A Survey of US Foreign Direct Investment Determinants ASEAN-5 Countries. *Allied Academies International Conference, 4 (2)*, Academy of Economics and Economic Education, 23.
- Stowe, C. R., Jenkins, G., & Bexley, J. (2001). Should Community Banks Elect Sub Chapter S Treatment. *Academy of Legal Studies in Business*, 88.
- Maniam, B., Bexley, J., & Mehta, S. (2000). Asian Stock Markets: History, Market Structure, and Regulations. *Western Allied Social Science Association Conference*, Western Allied Social Science, 74.

Research Monographs and Technical Reports

Funded External Grants

Peer-Reviewed Presentations/Posters

Paper Presentations

International

- Bexley, J.B. (2005, October). *Enterprise National Bank: A Study in Cost Control*. Presented at Allied Academies International Conference, Las Vegas, Nevada.

Sullivan, L.L., Bexley, J. B., & James, J. (2005, October). *An Empirical Investigation of Street Registration for Banking*. Presented at Allied Academies International Conference, Las Vegas, Nevada.

Bexley, J.B. (2005, April). *Why Customers Choose Community Banks: An Empirical Study*. Presented at Allied Academies International Conference, Memphis, Tennessee.

Leavell, H., Maniam, B., & Bexley, J. B. (2005, April). *Possibility of Russia Becoming a Strong Economic Power House Draft*. Presented at Allied Academies International Conference, Memphis, Tennessee.

Bexley, J.B. (2004, October). *Branson Door Company, Inc.* Presented at Financial Management Association Conference, New Orleans, Louisiana.

Bexley, J., Hewer, P., & Sparks, L. (2004, October). *Service Quality: An Empirical Study of Expectations Versus Perceptions in the Delivery of Financial Services*. Presented at Allied Academies International Conference, Maui, Hawaii.

Bexley, J. & James, J. (2004, February). *Dual Banking in the 21st Century*. Presented at Academy of Economics and Finance Meeting, Biloxi, Mississippi.

Hynes, G. & Bexley, J. (2003, October). *Readers Responses to Banks' Annual Reports*. Presented at Allied Academies International Conference, Las Vegas, Nevada.

Bexley, J., Maniam, B., & James, J. (2003, April). *E-Commerce Banking*. Presented at Allied Academies International Conference, Tunica, Mississippi.

Maniam, B., Bexley, J., & Reinke, J. (2003, April). *Eurosystem Economic Issues*. Presented at Allied Academies International Conference, Tunica, Mississippi.

James, J., Stretcher, R., & Bexley, J. (2003, February). *Spotlight on the Fed: A Case Study*. Presented at Academy of Economics and Finance Meeting, Savannah, Georgia.

Bexley, J. & Maniam, B. (2002, October). *CEO Perception of Customer Satisfaction: An Empirical Study*. Presented at Allied Academies International Conference, Las Vegas, Nevada.

Maniam, B., Bexley, J., & James, J. (2002, April). *International Bank: An Asset/Liability Case Study*. Presented at Allied Academies International Conference, Nashville, Tennessee.

Maniam, B., James, J., & Bexley, J. (2002, March). *Commercial Bank Management: Understanding the Elements of Profitability*. Presented at Society for Advancement of Management International Management Conference, McLean, Virginia.

James, J., Bexley, J., & Amos, C. (2002, February). *Financial Trends in Banking: A Ratio Analysis View*. Presented at Academy of Economics and Finance Meeting, Pensacola, Florida.

Maniam, B., James, J., & Bexley, J. (2002, February). *Risk Management from the Bank Manager's Perspective*. Presented at Academy of Economics and Finance Meeting, Pensacola, Florida.

Maniam, B., Bexley, J., & James, J. (2002, February). *De Nova Banks: Why Have There Been So Many Start-Up Banks?* Presented at Academy of Economics and Finance Meeting, Pensacola, Florida.

Maniam, B., Bexley, J., & James, J. (2002, February). *Argentina and Brazil: Trade, Development, and Opportunities within MERCOSUR*. Presented at Academy of Economics and Finance Meeting, Pensacola, Florida.

Bexley, J., Ashorn, L., & Quarles, N. (2001, October). *Planning to Make a Bank Financially More Effective*. Presented at Allied Academies International Conference, Las Vegas, Nevada.

James, J., Bexley, J., & Brown, D. (2001, October). *Trends in Commercial Bank Profitability: A Ratio Analysis View*. Presented at Allied Academies International Conference, Las Vegas, Nevada.

Maniam, B., Mehrens, D., & Bexley, J. (2001, October). *A Survey of US Foreign Direct Investment Determinants in ASEAN-5 Countries*. Presented at Allied Academies International Conference, Las Vegas, Nevada.

Duffy, J., Bexley, J., & Miller, J. (2000, December). *A Study of Service Recovery Efforts in Banks*. Presented at World Scientific and Engineering Society International Conference, Montego Bay, Jamaica.

Bexley, J., Maniam, B., & James, J. (2000, October). *Perception of Islamic Financial System: Its Obstacles in Application, and Its Market*. Presented at Allied Academies International Conference, Maui, Hawaii.

National

James, J., Stretcher, R., & Bexley, J. (2003, November). *Spotlight on the Fed: A Case Study*. Presented at Academy of Business Disciplines, Ft. Myers, Florida.

Kavanaugh, J., Reed, P., & Bexley, J. (2003, February). *Red Circle Revisited*. Presented at American Society of Business and Behavioral Sciences Conference, Las Vegas, Nevada.

Bexley, J. (2001, July). *Banking on the Future: The Next Five Years*. Presented at America's Community Bankers Graduate School, Fairfield, Connecticut.

Regional

Bexley, J., Lewis, R., & James, J. (2000, March). *The Challenge of Service Quality in Banking*. Presented at Decision Sciences Institute Southwest Region Annual Conference, San Antonio, Texas.

Work or Professional Experiences

Experience: Academic

Professor/Smith-Hutson Endowed Chair of Banking, Sam Houston State University (2007 - Present).
Associate Professor/Smith-Hutson Endowed Chair of Banking, Sam Houston State University (2002 - 2007).
Assistant Professor/Smith-Hutson Endowed Chair of Banking, Sam Houston State University (1997 - 2001).

Experience: Non-Academic

President and Chief Executive Officer, Cardinal Bancorp and First American National Bank of Pennsylvania (1993 - 1996).
President, Banking Consultants of America (1991 - 1993).
President-Chief Executive Officer, United American Bank (1988 - 1991).
Chief Executive Officer, Texas Commerce Bank (1987 - 1988).
Chief Executive Officer, Chase Manhattan Bancorp (1979 - 1988).
Chairman-Chief Executive Officer, Texas Commerce Bank (1982 - 1987).
President-Chief Operating Officer, Texas Commerce Bank (1981 - 1982).
Executive Vice President-Chief Operating Officer, Texas Commerce Bank (1980 - 1981).
Vice President, Texas Commerce Bancshares, Inc. (1979 - 1980).

Honors and Awards

Honors:

2007: Highly Commended Paper presented by the Literati Network Awards for Excellence (Banking Customers' Varied Reactions to Service Recovery Strategies), Literati Network Awards for Excellence.
2005: The Larry R. Watts Distinguished Service Award, Allied Academies International.
2004: Distinguished Research Award in Marketing presented by the Academy of Marketing Studies, Academy of Marketing Studies.
2003: Creative and Innovative Teaching Award presented by Academy of Educational Leadership, Allied Academies International Conference.
2003: Distinguished Research Award (Commercial Banks' Privatization and Creation of Private Banks in Uzbekistan as the Necessary Factory to Restructure the Banking System), Allied Academies International Conference.
2003: Distinguished Research Award (E-Commerce in Banking), Allied Academies International Conference.
2002: Distinguished Research Award (Mergers: Methods of Payment and Impact on Expected Marketing Reaction), Allied Academies International Conference.
2002: Distinguished Research Award in Marketing (CEO Perception of Customer Satisfaction: An Empirical Study), Allied Academies International Conference.
2001: Distinguished Research Award (A Survey of U.S. Foreign Direct Investment Determinants in ASEAN-5 Countries), Allied Academies International Conference.
2000: Honorable Mention Award in Accounting and Finance (Perception of Islamic Financial System: Its Obstacles in Application, and Its Market), Allied Academies International Conference.
2000: Distinguished Research Award in Marketing (Marketing Concepts for Banking in the New Millennium), Allied Academies International Conference.

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