

Stephani K. A. Robson

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Education

- 2010** **Doctor of Philosophy**
School of Hotel Administration, Cornell University, Ithaca, NY
- Concentration: Environmental Psychology*
Dissertation: Consumers' Responses to Reduced Personal Space in a Service Setting
- 1999** **Master of Science**
Department of Design & Environmental Analysis, Cornell University, Ithaca, NY
- Concentration: Human-Environment Relations*
Thesis: Employee Interaction Patterns in Workplace Foodservice Settings
- 1988** **Bachelor of Science (with Distinction)**
School of Hotel Administration, Cornell University, Ithaca, NY
- Concentration: Hospitality Design & Development*

Academic Experience

- 2005 -** **Senior Lecturer**
School of Hotel Administration
Cornell University, Ithaca, NY
- Selected Courses Developed and Taught:
- HADM 2250 – Hospitality Development and Planning (undergraduate core)
HADM 3510 – Hospitality Facilities Planning (elective)
HADM 4510 – Restaurant Development (elective)
HADM 4530 – Foodservice Design (elective)
HADM 7510 - Properties Development and Planning (graduate core)
DEA 4320 – Design Without Reservations: Restaurant Design Charrette (elective)
Professional Development Program (PDP) – Foodservice Facilities Design and Planning
Professional Development Program (PDP) – Hotel Design and Planning
Professional Development Program (PDP) – Restaurant Development
Custom Executive Education (UNESA, Brazil) – Hotel Design and Planning
Custom Executive Education (Taj Hotels, India) - Foodservice Facilities Design and Planning
- 1999 - 2005** **Lecturer**
School of Hotel Administration
Cornell University, Ithaca, NY
- 1993 - 1997** **Visiting Lecturer**
School of Hotel Administration
Cornell University, Ithaca, NY

Publications

Peer-Reviewed and Academic

Wu, Z., Robson, S., and Hollis, B. (2013). "The application of hospitality design elements in hospitals." Journal of Healthcare Management, 58(1).

Penner, R., Adams, L. and Robson, S. (2012). Hotel Design, Planning and Development. 2nd ed. London: W.W. Norton.

Robson, S., Kimes, S.E., Becker, F.D. and Evans, G.W. (2011). "Consumers' responses to table spacing in restaurants." Cornell Hospitality Quarterly, 52(3): 253 – 264.

Robson, S. and Kimes, S.E. (2009). "Don't sit so close to me: Restaurant table characteristics and guest satisfaction." Center for Hospitality Research Report, Ithaca, NY: Cornell University.

Robson, S. (2008). "Scenes from a restaurant: Privacy regulation in stressful situations." Journal of Environmental Psychology, 28(4): 373-378.

Robson, S. and Kimes, S.E. (2007). "Examining full-spectrum lighting in a restaurant." Center for Hospitality Research Report, Ithaca, NY: Cornell University.

Pullman, M.E. and Robson, S. (2007). "Visual methods: Using photographs to capture customers' experience with design." Cornell Hotel and Restaurant Administration Quarterly, 48(2): 121-144.

Pullman, M.E. and Robson, S. (2006). "A picture is worth a thousand words: Using photo-elicitation to solicit guest feedback." Center for Hospitality Research Tool. Ithaca, NY: Cornell University.

Robson, S. (2005). "Layout and design"; "Receiving"; "Storage"; "Cook-Chill"; "Cook-Freeze." In Pizam, A. (ed.) International Encyclopedia of Hospitality Management, London, UK: Butterworth Heinemann.

Kimes, S.E. and Robson, S. (2004) "The impact of restaurant table characteristics on meal duration and spending." Cornell Hotel and Restaurant Administration Quarterly, 45(4): 333-346.

Robson, S. (2002). "Psychological and cultural effects on seating behavior in foodservice settings." Journal of Foodservice Business Research, 5(1): 89-107.

Robson, S. (1999). "Turning the tables: The psychology of high volume restaurant design." Cornell Hotel and Restaurant Administration Quarterly, 40(3): 56-63.

Publications cont.

Trade and Industry (selected)

- Robson, S. "Ergonomic design for restaurant kitchens." Restaurant Startup and Growth, in press.
- Robson, S. "Lighting trends for restaurants." Restaurant Startup and Growth, in press.
- Robson, S. "Interior design trends for restaurants." Restaurant Startup and Growth, May 2013.
- Robson, S. "Benefits of the smaller restaurant." Restaurant Startup and Growth, March 2013.
- Robson, S. "Plumbing 101 for restaurateurs." Restaurant Startup and Growth, September 2012.
- Robson, S. "Name that tune: Selecting the right music for your restaurant." Restaurant Startup and Growth, September 2011.
- Robson, S. "Maximizing your front door appeal." Restaurant Startup and Growth, May 2011.
- Robson, S. "Making mall locations work for your concept." Restaurant Startup and Growth, March 2011.
- Robson, S. "Common restaurant floor plan mistakes." Restaurant Startup and Growth, July 2010.
- Robson, S. "Restaurant exterior design." Restaurant Startup and Growth, June 2009.
- Robson, S. "Restaurant guest behavior." Restaurant Startup and Growth, March 2009.
- Robson, S. "Effective bar design." Restaurant Startup and Growth, September 2008.
- Robson, S. "In the buying mode: Smart shopping tips for kitchen gear purchases." Restaurant Startup and Growth, June 2008.
- Robson, S. "Measurable improvement: Using RevPASH to gauge your startup dining room's performance." Restaurant Startup and Growth, March 2008.
- Robson, S. "Sizing kitchens." Restaurant Startup and Growth, September, 2007.
- Robson, S. and Pullman, M.E. "What guests notice about hotel design." Boutique Design, Spring 2006, pp.44-45. Invited paper.
- Robson, S. "Strategies for designing effective restaurants." Informedesign December 2004. Invited paper.
- Robson, S. "Designing for dollars." Restaurant Hospitality Magazine, October 2004, pp.72-73. Invited paper.
- Robson, S. and Gilmore, R. "Life cycle costing for interior designers." Chapter in Interior Graphic Standards. (2003) John Wiley & Sons: NYC.

Conferences and Presentations

2013	“Turning the Tables: The Psychology of Restaurant Seating”, Invited presentation, Culinary Institute of America, January 7.
2012	“The Application of Hospitality Design Elements in Hospitals”, Cornell Hospitality Research Summit, October 6.
2011	“Research Analytics for Hospitality Design”. Invited webcast presentation, SAS, Cary, NC, February 11.
2010	“Consumer Responses to Reduced Personal Space in a Service Setting”. Conference presentation. Design and Emotion Conference, Chicago, IL, October 7.
2008	“Testing Sustainability in Hotel Guestrooms”. Conference presentation. Designing Sustainability Conference, Portland, OR, October 22.
2008	“What Guests Want: Incorporating Technology in the Guestroom”. Invited presentation. Gaming Technology Summit, Las Vegas, May 21.
2004 – current	“Kitchen Planning and Equipment Selection” and “Managing Restaurant Revenue”, International Culinary Institute (formerly French Culinary Institute), New York City, NY. Three-weekend program offered every Spring.

Research Interests

- Effects of Commercial Environments on Consumer Behavior, Attitudes and Intentions
- Design Research Methodology

Awards & Recognition

2012	Ted Teng '75 Award for Teaching Excellence, School of Hotel Administration, Cornell University
2008	Undergraduate Elective Teacher of the Year, School of Hotel Administration, Cornell University
2008	Finalist, Cornell Hospitality Quarterly Best Article Award, for Pullman, M.E. and Robson, S. (2007). “Visual methods: Using photographs to capture customers’ experience with design.”
2005	Upperclassmen/Graduate Student Elective Teacher of the Year, School of Hotel Administration, Cornell University
2003	Freshman/Sophomore Teacher of the Year, School of Hotel Administration, Cornell University

Professional Activities

Corporate Advisory Board: *Ambiance Radio LLC*

Associate Editor: *Cornell Hospitality Quarterly*

Ad Hoc Reviewer: *Journal of Environmental Psychology, Journal of Service Management, International Journal of Hospitality Management, Journal of Hospitality and Tourism Research*

Membership: *Environmental Design Research Association*

Professional Experience

1990 - 1992

Project Manager

Marrack Watts Food Facility Planning & Design Inc., Markham, ON

Designed professional food production facilities and performed operational and feasibility studies for a wide range of projects in southern Ontario, including hospitals, nursing homes, correctional facilities, clubs and government buildings.

1988 - 1990

Project Coordinator

Cini-Little International, Inc., Toronto, ON

Actively involved in the design of professional food production facilities for a wide range of projects, including hotels, restaurants, airports, and universities. Also developed a strong waste management and recycling consulting practice for the firm. Key projects include Four Seasons Hotel, Toronto, ON; Pearson International Airport, Toronto, ON.

Citizenship

I am a citizen of Canada, hold a US “green card” and am eligible for a UK Ancestry visa.