

# Stephani K. A. Robson

Email: [skr4@cornell.edu](mailto:skr4@cornell.edu)

Twitter: @Skr4Cornell

## Academic Experience

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2005 - **Senior Lecturer & Director of Undergraduate Studies**  
**School of Hotel Administration**  
**Cornell University, Ithaca, NY**

Selected Courses Developed and Taught:

HADM 1199 – Hotelie LaunchPad (first year student experience course)  
HADM 2550 – Hospitality Development and Planning (undergraduate core)  
HADM 3510 – Hospitality Facilities Planning (elective)  
HADM 3540 – Computer Aided Design (elective)  
HADM 4505 – Hospitality Design Thinking (elective)  
HADM 4510 – Restaurant Development (elective)  
HADM 4530 – Principles of Foodservice Design (elective)  
HADM 4535 – Foodservice Design Studio (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 Design and Planning  
eCornell Online Education (Asynchronous) – Hotel Planning and Design (certificate)

1999 - 2005 **Lecturer**  
**School of Hotel Administration**  
**Cornell University, Ithaca, NY**

1993 - 1997 **Visiting Lecturer**  
**School of Hotel Administration**  
**Cornell University, Ithaca, NY**

## Education

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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*

## Publications

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### Peer-Reviewed and Academic

- Shin, Y., Noone, B. & Robson, S. (2020). "An exploration of the roles of photograph content, source, and price in consumers' online travel booking intentions." Journal of Travel Research, 59 (1): 120-139.
- Robson, S. (2018). "White Paper: JD Power/SITE Foundation Incentive Travel Survey 2016." Center for Hospitality Research Report, Vol. 17 (19), Ithaca, NY: Cornell University.
- Noone, B. & Robson, S. (2016). "Understanding consumers' inferences from price and non-price information in the online lodging purchase decision." Service Science, 8(2), pp. 108-123.
- Noone, B. & Robson, S. (2015). "Using eye tracking to understand consumers' considerations in the online lodging purchase decision." In Enz, C. E., & Verma, R. (Eds), The New Science of Service Innovation. Part 2. Center for Hospitality Research Report, Vol. 15 (17), pp. 14-16. Ithaca, NY: Cornell University.
- Robson, S. and Penner, R. (2015). "Lodging planning and design." In D. Stipanuk (ed.), Hospitality Facilities Management and Design, 4<sup>th</sup> ed. Washington DC: American Hotel and Lodging Association.
- Robson, S. and Noone, B. (2014), "Show me what you see, tell me what you think: Using eye tracking for hospitality research." Center for Hospitality Research Report, Vol. 14 (17), Ithaca, NY: Cornell University.
- Noone, B. and Robson, S. (2014), "Using eye tracking to obtain a deeper understanding of what drives online hotel choice." Center for Hospitality Research Report, Vol. 14 (18), Ithaca, NY: Cornell University.
- 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. 2<sup>nd</sup> 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.

**Publications cont.**

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.

**Trade and Industry (only showing most recent publications)**

Robson, S. "Maximizing your restaurant's dining room during COVID." Restaurant Startup and Growth, September 2020.

Robson, S. "Managing your walk-in." Restaurant Startup and Growth, November 2019.

Robson, S. "Interior design trends for restaurants." Restaurant Startup and Growth, August 2019.

Robson, S. "Ten biggest mistakes that startups make." Restaurant Startup and Growth, June 2019.

Robson, S. "Under construction: How and when to renovate your restaurant." Restaurant Startup and Growth, February 2018.

Robson, S. "Mythbusting menus." Restaurant Startup and Growth, January 2018.

Robson, S. "Going tiptop." Restaurant Startup and Growth, November 2017.

Robson, S. "Storage design." Restaurant Startup and Growth, September 2017.

Robson, S. "Planning an effective renovation." Restaurant Startup and Growth, June 2017.

Robson, S. and deLuna, E. "I spy: A tale of two coffee shops." Restaurant Startup and Growth, November 2016.

Robson, S. "Growing cash flow." Restaurant Startup and Growth, October 2016.

Robson, S. "Controlling noise in restaurants." Restaurant Startup and Growth, February 2016.

Robson, S. "Table spacing." Restaurant Startup and Growth, May 2015.

Robson, S. "Kitchen stations and effective layout." Restaurant Startup and Growth, March 2015.

Robson, S. "Pros and cons of restaurant equipment leasing." Restaurant Startup and Growth, November 2014.

Robson, S. "Common restaurant architecture mistakes – and how to fix them." Restaurant Startup and Growth, September 2014.

## Selected Conferences and Presentations

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- 2018 “The Psychology of Choice in Restaurants”, Invited presentation, Sysco Sales Representative Meeting, September 6.
- 2018 “Hospitality Sweet: Trends in Hotel Design”, Invited presentation, Cornell Alumni Leadership Conference, Philadelphia, PA, February 2.
- 2017 “Measuring Design Success”, Invited Panelist, Atelier Tristan Auer, Paris, France, June 26.
- 2015 “Picturing Hotels: Attributes of Hotel Images that Attract Consumer Attention Online”, INFORMS Conference on Business Analytics, November 3.
- 2015 “We See What You Think: Using Eyetracking to Obtain a Deeper Understanding of the Hotel Choice Process”, HSMIAI Webinar, May 22.
- 2014 “We See What You Think: Using Eyetracking to Obtain a Deeper Understanding of the Hotel Choice Process”, Cornell Hospitality Research Summit, October 14.
- 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.

## Research Interests

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

## Senior Administrative Experience

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- Director of Undergraduate Studies, School of Hotel Administration
- Chair, Undergraduate Admissions Committee, School of Hotel Administration
- Faculty Policy Committee, Cornell S. C. Johnson College of Business
- Dean Search Committee, School of Hotel Administration
- Interim Chair, AACSB Accreditation Committee, School of Hotel Administration

## Awards & Recognition

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| 2020 | Graduate Core Teacher of the Year, School of Hotel Administration, Cornell University  |
| 2018 | Graduate Core Teacher of the Year, School of Hotel Administration, Cornell University  |
| 2017 | Sophomore Core Teacher of the Year, School of Hotel Administration, Cornell University   |
| 2016 | Graduate Core Teacher of the Year, School of Hotel Administration, Cornell University  |
| 2015 | Undergraduate Elective Teacher of the Year, School of Hotel Administration, Cornell University   |
| 2014 | Undergraduate Elective Teacher of the Year, School of Hotel Administration, Cornell University   |
| 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 | Upperclassman/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

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**Consulting:** *True North/Winnipeg Jets, Marriott Downtown on the Commons, Detroit Pistons, Purity Ice Cream, International Culinary Center, AvroKO, Pizitz Food Hall, Adda Indian Canteen*

**Associate Editor:** *Cornell Hospitality Quarterly*

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

**Corporate Advisory Board:** *Ambiance Radio LLC, Double Wide Hospitality Group, CADRE*

## Professional Experience

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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.