Investigating the negative fan behaviors of a branded collegiate basketball student section

Brian Gordona\*, Jeremy Arneyb, & Jordan Bassc

aAssistant Professor of Sport Management

University of Kansas

146C-1 Robinson Center

Lawrence, KS 66045

+1 (785) 864-4451

bsgordon@ku.edu

 bAssistant Professor of Public Administration

University of Wisconsin – La Crosse

425B Wimberly Hall

La Crosse, WI 54601

+1 (608) 785-8483

jarney2@uwlax.edu

cAssistant Professor of Sport Management

University of Kansas

160C Robinson Center

Lawrence, KS 66045

+1 (785) 864-6831

jrbass@ku.edu

Submitted to the *Journal of Amateur Sport*

\*Corresponding Author