



# Nabaraj Bhowmik

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## Objective

To work in an environment which encourages me to succeed and grow professionally where I can utilize my skills and knowledge appropriately.

## Education

- **ICFAI University Tripura** 2023-Pursuing  
Ph.D( Marketing)
- **ICFAI University , Tripura** 2022  
MBA (Marketing & Information Technology)
- **Techno India Agartala** 2018  
B.E (Civil Engineering)
- **Kendriya Vidyalaya Kunjaban Agartala** 2013  
Higher Secondary
- **Kendriya Vidyalaya Kunjaban , Agartala** 2011  
Matriculation

## Experience

- **Onsurity Technologies, Bangalore** Nov 2022 - April 2023  
Inside Sales Executive
  - Managing leads in CRM software.
  - Building business with new and existing clients.
  - Reach out to Clients through cold calling.
  - Responsible for Aftersales process.
- **MSME tool room and training center , Guwahati** July 2019 - June 2020  
Graduate Apprentice Trainee
  - Trained technical students with technical softwares such as Autocad, 3DS MAX, STAAD
  - Assisted within the relevant department and learned about other aspects of the organization.
  - Worked in the office and travelled to other sites when required.
  - Build professional relationships with colleagues and students.
- **Vrinda Power Control Solution, New Delhi** June 2018 - June 2019  
Sales Executive
  - Built business by sales visits for new client as well as for existing clients.
  - Reach out to customers through cold calling.

## Skills

- Team player
- Enthusiasts
- Optimistic
- Punctual

## Projects

- **A Study on the consumer attitude towards organic fruits and vegetables in Agartala**  
MBA research work including Market survey and practical analysis of the objective using statistical tool .
- **A study on the compressive strength of Recycled Aggregate**  
B.E final year research work on the recycled aggregate using practical methods.

## Publications

- Chowdhury, D. D., Das, B., Bhowmik, N., & Dey, T. K. (2025). Legal Foundation of Cross Border Digital Trade: Jurisdiction, Contracts & Data. *Journal of International Commercial Law and Technology*, 6, 695-698.  
ABDC C Category
- Chowdhury, D. D., & Bhowmik, N. (2026). Harmonizing Global Digital Trade: Integrating Tax Governance and Consumer Protection Regulatory Frameworks. *Journal of State Economic Research*, 1(3), 31-49.  
Crossreff
- Bhowmik, N., & Chowdhury, D. D. (2026). Does Brand Association impacts Viral Marketing and Women Purchase Intention for Cosmetic products?. *Advances in Consumer Research*, 3(3), 757.  
ABDC B Category
- Chowdhury, D. D., & Bhowmik, N. (2026). Transforming Academic Identity Through Smart Pedagogy and Digital Storytelling in Higher Education. *Journal of Smart Pedagogy and Education*, 1(3), 1-22.  
Crossreff
- Chowdhury, D. D., & Bhowmik, N. DOES BRAND IMAGE DRIVE THE RELATION BETWEEN VIRAL MARKETING & CONSUMERS'PURCHASE INTENTION TOWARDS COSMETICS?.  
ABDC C Category
- Nabaraj Bhowmik, & Dr. Dipangshu Dev Chowdhury. (2024). "Mediating Effect of Brand Loyalty on Viral Marketing and Consumer Purchase Intention towards Cosmetic Products - An Investigation in Agartala City". *Educational Administration: Theory and Practice*, 30(2), 1730–1736. <https://doi.org/10.53555/kuey.v30i2.3470>  
Scopus Q4

## Interests

- Singing
- Playing Tabla
- Cooking

## Languages

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- English Hindi Bengali Assamese
- Read: English , Hindi, Bengali Write:English , Hindi, Bengali

## Software Proficiency

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- Diploma in Computer Application