The focus of this keynote address is on the sustainable importance of academic research with the unprecedented growth of information technology. Formidable challenge for the researcher is to identify information from research inundated with the flooding of information and the voracious human appetite for it. Scholarly research within the academia, such as universities and institutes as well as Research and Development Units within the workforce carry the responsibility to engage in serious investigation.

However, the inadequate resources, lack of training, dearth of personnel have created a void in new research within the Arts and Humanities, resulting in disinterest and motivation and has rendered the capacity for innovative academic research virtually defunct. The workforce which is de facto a key product of research, suffer from multiple psychosocial issues and seek supplementary avenues to address the social and interpersonal deficits. Hence, concerted research must be encouraged both within the Sciences and the Arts and Humanities for a right balance.