

## THE PAIR EDUCATION AND INNOVATION – KNOWLEDGE SOCIETY'S ICON

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### ABSTRACT

*This paper uses the frame of the SWOT Analysis to introduce the EPIC Model, which is based on four elements, among which two of them we suppose are representative for the knowledge society: education and innovation. The last elements in the EPIC Model are productivity and competitiveness, which are effects of the first two and became a barometer of the successful implementation of the model. We took two examples, which are representative for urban and rural field of Romania: banking sector for urban field and viticulture for rural area. We've based our article on the observation of the banking sector, where the education and the innovation have increased the productivity and competitiveness and we concluded that these are act synergically, building up an icon of knowledge society. When we choose a development strategy for the rural economic activities, which requires IT technologies, we analyse the level of education and the number of PCs in that area. All the results demonstrate that it is a certain opportunity to implement educational modules about current innovation in rural economic and ecologic activities, by using the new IT technology.*

**KEYWORDS:** *ecologic activities, economic activities, education, human capital, IT technology.*

**JEL CLASSIFICATION:** *D83, I25, O32.*

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