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**Shvets Vasil' Yacovlevich**, doctor of economic science, professor. **Varyanichenko Olena Volodymyrivna**, candidate of economic sciences, associate professor. **Yesaulova Olena Gennadiyvna**, student. National mining university. **Management of competitiveness stability of metallurgical enterprise through innovation and investment mechanism.** The process of competitiveness of the metallurgical industry to allow for the innovation business in a limited investment.

**Keywords:** competitiveness, innovation entrepreneurship, investment activity, ferrous metallurgy, the company "Interpipe".