Entrepreneurship, defined as the ability or competence to generate and create new business initiatives has its relevance on the economic and territorial development. Nowadays, state governments seek to support farmers in the development of their entrepreneurship skills based on a network of providers of farming professionals services (PSP). The objective of the article was to analyze the construction of the entrepreneurship concept based on self-perception affirmations (positive attitudes) and the characteristics of the PSP (age and years on service). A questionnaire with 60 affirmations, using a 6-point Likert-type scale (0 to 6), was applied to 105 PSP of the state of Campeche, Mexico; from which only 71 observations were complete and useful for creating an individual entrepreneurship index. The index was the product of the addition of the total of scores of each item, where 0 was the minimum and 360 the maximum possible (M= 279.23, DE= 35.30, Min= 62, Max= 339). With the aim to reduce the 60 variables, a factor analysis was carried out and 14 constructs were developed; only two phrases were left independent as well as the age and years of service as a PSP. This all were used to run a hierarchical regression analysis. Results show that the variables of persistence, innovation, self-esteem, independence, commitment and "I'd rather be alone", as well as other characteristics, were positively and significantly related to higher levels of entrepreneurship (p<0.001), whilst the variables that did not explain it were undergoing risk and taking the initiative. Age and years of experience were not significant associated with the level of entrepreneurship. It was concluded that positive attitudes are important in explaining entrepreneur self-perception, on the contrary age or experience as a PSP seems to be irrelevant. The implication of the study for the states governments is to stimulate the development of projects that imply the use of business related competences, as these generate positive attitudes on the local actors that should foster the increase on the local competitiveness.

Keywords
Competence, competitiveness, rural professional services, self-esteem, self-perception.