

The courier services market has been developing dynamically recently in Poland as well as worldwide. The increasing popularity of e-commerce has been one of main stimulators of courier services branch in recent years. Delivery of courier services in e-commerce generates the specific challenges for courier companies mainly because of the diverse and changing expectations of individuals and business clients (online stores). In face of growing competition on courier market and rapidly growing popularity of online shopping, improving service quality is one of the key strategic objectives of courier companies. Therefore, it seems necessary not only to identify the factors that determine the quality of courier services from the perspective of client and organization but also to analyse the relationships between factors in order to formulate the key directions for quality improvement.

The main goal of the project is to **develop a relational model of quality shaping system of courier services in e-commerce**. The need for such research results stem from the extended literature studies and preliminary studies and is the answer to the scientific problem concerning the identification of factors which determine the courier service quality and relationships between them taking into account the perspective of main three stakeholders engaged in the process of courier service in e-commerce. These issues have not been yet described in the literature concerning analysed field of science. The previous research relating to courier services have often been fragmentary and situational. The fulfilment of existing research gap will be the development of a relational model indicating factors and the relationship between them in the quality shaping system of courier services in e-commerce from the perspective of three stakeholders involved in courier services. In the research process the following qualitative and quantitative methods will be used: acritical analysis of the literature, analysis and logical construction, diagnostic survey and statistical analysis of the data.

Expected results of the project will constitute an original contribution to the development of management science, especially the theory of quality management. The developed model and the conducted research will allow to formulate the implications for management theory as well as to make recommendations on the quality of courier services in the e-commerce.