

A close-up photograph of a microchip mounted in a metal package. The chip is square with a grid of pins on its sides. The package is made of a dark metal, possibly copper or aluminum, and is set against a dark background with some light reflections. The overall image has a technical and futuristic feel.

EVOLUTION *and* APPLICATIONS *of* QUANTUM COMPUTING

Edited By

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Evolution and Applications of Quantum Computing

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by dense lateral connections, mutuality, and reciprocity in a shared value system where membership roles and responsibilities are predetermined and defined [6, 7]. The implications of several marketing structures are likely to be radical and pervasive. To analyze this, it is essential to distinguish diverse market structures. The traditional hierarchal structure of the market exhibited dominance over the managerial part of the company, and production was provided comparatively greater prominence than its supply. However, this custom continued till the evolution of the network marketing structure, where a dynamic transition was observed from the hierarchal market form to the knowledge-rich environment. To enhance innovation flexibility, the companies are focusing on their main competency. For all other activities, they prefer outsourcing which will sooner or later make the firm more competent in the economy. This close relationship via outsourcing among the firms has pushed the economy into a new era of the networking economy. There is a voluminous research work on traditional market economy [8–11], but the evolving market scenario called for a growing literature on Network theory in marketing [12–18].

The emergence of quantum netnomics has set up a new-fangled market space via innovative services and applications that have dynamically changed the economy's ecosystem [19], especially and importantly in health care settings in the form of e-pharmacy. E-pharmacy or internet pharmacy provides healthcare services or medicines (operated through the internet) through shipping companies, further cutting the cost of long-chain distributors and directly getting delivered to the end customer [20]. Internet of things has massively transformed and renovated the healthcare system significantly, ranging from optimally structuring the healthcare system to procuring health care services for people from different corners and tracing data for audit information. By introducing e-pharmacy, consumers can now demand better services through a transparent system while accessing drugs without any third party (mediators). They can compare the drugs as per the required quality and price in an online platform without traveling but spotting across the world. Internet is an ocean of information, and once a consumer gets logged in, they can seek enough knowledge to come up with a more informed decision about the status of health condition, treatment options as well as counseling for managing the current health status irrespective of the existing location and financial status [21]. The present study explores the e pharma market functioning in quantum Netnomy and makes efforts to analyze the usability of Netnomics in attending its development.

underlying issues can assure an effective design that can maximize the consumer experience, leading to establishing a profitable digitalized market.

9.4 Conclusion

Evolutions in the functioning of the market to the evolution of usability of the new quantum marketing habits are interlinked. The emergence of the new form of market functioning leads to the emanation of new marketing practices in quantum netnomy. By summarizing the implications of this new form, we can deduce that marketing liveliness has been stimulated by the new type of organized coordination between the networks where the whole market converted into a chain of internal units, suppliers, allies, and distributors. The advent of e-Pharmacy has clear, tangible benefits for its consumers and the growing industry. The growth of e-pharmacy is not substituting the retail; instead, are complementary in reinforcing each other. Leveraging the quantum technology towards internet-based transactions in pharmaceutical settings addresses the current retail issues by tracing authenticity and tracking the drug package, preventing the provision of drugs without prescription, averting abuse, and adding value-added services for consumer empowerment in healthcare.

Further, adopting e-prescription in e-pharmacy has also reduced the errors in drug provision by pharma retailers, which mainly occurred due to the misreading of doctors' handwriting, which will also rectify the data related to public health planning. By such modification, the market makes the customers more capable and organized, making the market more customer-oriented rather than only goods and services specific. Such a market condition where the consumer has more power can lead to latent conflict between the consumer and producer. But, it is the prime duty of the market agents to mediate the conflicts and ensure the smooth functioning of the market. Balanced coordination between the networks and between the market elements can lead to the formation of a sustainable futuristic market.

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