This talk will re-examine how quantum field theory, together with duality, can be used to compute quantum sheaf cohomology rings. Most work, both in physics and in mathematics, has focused on the quantum rings that arise for deformations of the tangent bundle. My aim will be to explore aspects of the quantum rings that characterize more general models, which involve a choice of sheaf that is not necessarily a deformed tangent bundle. (Received September 10, 2016)