Let \( \mathfrak{g} \) be a finite-dimensional complex simple Lie algebra with Cartan subalgebra \( \mathfrak{h} \). Fix a set of simple roots of \( \mathfrak{g} \) with respect to \( \mathfrak{h} \). This divides the set of all roots into positive and negative ones. Let \( \mathfrak{b}^+ \) denote the standard Borel subalgebra of \( \mathfrak{g} \) corresponding to the positive roots and let \( \mathfrak{b}^- \) denote the opposite standard Borel subalgebra of \( \mathfrak{g} \) corresponding to the negative roots. Finally, consider a Levi subalgebra \( \mathfrak{l} \) of \( \mathfrak{g} \) containing \( \mathfrak{h} \) and denote the corresponding parabolic subalgebras of \( \mathfrak{g} \) by \( \mathfrak{p}^\pm \), respectively.

Let \( U_{\hbar}(a) \) denote the quantized universal enveloping algebra of a subalgebra \( a \) of \( \mathfrak{g} \), and let \( A \) be a finite-dimensional \( U_{\hbar}(l) \)-module considered as an \( U_{\hbar}(p^\pm) \)-module with trivial action by the positive resp. negative root vectors. Then the parabolic Verma module \( M^+_A \) over \( U_{\hbar}(\mathfrak{g}) \) is the induced module \( U_{\hbar}(\mathfrak{g}) \otimes_{U_{\hbar}(p^\pm)} A \) from \( A \). Using the projection defined by the triangular decomposition of \( U_{\hbar}(\mathfrak{g}) \) with respect to \( U_{\hbar}(\mathfrak{l}) \) one can define for any finite-dimensional \( U_{\hbar}(l) \)-module \( A \) an \( U_{\hbar}(\mathfrak{g}) \)-invariant pairing between \( M^-_A \) and \( M^+_A \) induced by the pairing between \( A \) and its linear dual \( A^* \) that is equivalent to the contravariant Shapovalov form on \( M^+_A \). In this paper the author establishes an explicit relation between this pairing and the dynamical adjoint functor between a certain tensor subcategory of finite-dimensional modules over the Levi subalgebra and the parabolic category \( \mathcal{O} \). As an application it is shown that the \( U_{\hbar}(\mathfrak{sl}_n) \)-invariant limit of the Shapovalov form coincides with the star product on complex projective space that was constructed in [Lett. Math. Phys. 36 (1996), no. 4, 357–371; MR1384642 (97b:58065)].