WHAT IS CLAIMED IS:

1. A computer-implemented method comprising:

establishing a link, which identifies a web resource, wherein the web resource is configured to, when accessed, activate an electronic wallet payment application on a user device, wherein the link includes a unique transaction identifier corresponding to transaction information of a transaction;

generating, via a Near Field Communication (NFC) tag controller, an NFC data exchange format (NDEF) message comprising the link as a payload; and

emitting, via the NFC tag controller to the user device, an NFC signal corresponding to the NDEF message.

2. The computer-implemented method of claim 1, further comprising:

receiving transaction information corresponding to a transaction;

receiving an identification of the electronic wallet payment application; and

sending, to a server, the transaction information and the identification of the electronic wallet payment application,

wherein the electronic wallet payment application is an application of an electronic wallet payment server.

3. The computer-implemented method of claim 2, wherein the web resource activates the electronic wallet payment application to execute a payment in the electronic wallet payment server.

4. The computer-implemented method of claim 2, further comprising: receiving a confirmation of a successful completion of the transaction; and sending the confirmation to the server.

5. The computer-implemented method of claim 2, wherein upon successful completion of the transaction, the link identifies a second web resource for displaying an electronic receipt (e-receipt) of the transaction.

6. The computer-implemented method of claim 5, wherein the e-receipt includes the unique transaction identifier and the unique transaction identifier includes: a hash function applied to the transaction information, and/or date information and time information of the transaction, and/or a unique device identifier.

7. The computer-implemented method of claim 2, wherein a POS terminal is configured to send the transaction information of the transaction and the identification of the electronic wallet payment application to the server, and the server has account information of the electronic wallet payment application that is associated with the POS terminal.

8. The computer-implemented method of claim 7, wherein the account information of the electronic wallet payment application that is associated with the POS terminal includes a Quick Response (QR) code of the electronic wallet payment application that is unique to the POS terminal.

9. The computer-implemented method of claim 2, wherein the link includes the identification of the electronic wallet payment application.

10. The computer-implemented method of claim 9, wherein the link is a deep link, wherein, in the link, the identification of the electronic wallet payment application is nested from the unique transaction identifier.

11. The computer-implemented method of claim 2, wherein the establishing includes generating the link, further comprising sending the link to the server.

12. The computer-implemented method of claim 1, wherein the establishing includes receiving the link.

13. The computer-implemented method of claim 2, wherein the transaction information is received from a point of sale (POS) terminal, wherein the computer-implemented method is performed by a NFC device that is a separate device to the POS terminal.

14. The computer-implemented method of claim 2, wherein the computer-implemented method is performed by a NFC device that is third party to and does not communicate with the electronic wallet payment server.

15. The computer-implemented method of claim 1, wherein the web resource automatically populates the electronic wallet payment application with at least part of the transaction information.

16. The computer-implemented method of claim 1, wherein the web resource automatically populates the electronic wallet payment application with a disbursement amount.

17. The computer-implemented method of claim 1, wherein the web resource is a Progressive Web Application, a Responsive Web Application, a Rich Internet Application, a Single Page Application, or a Multi Page Application.

18. The computer-implemented method of claim 1, wherein the NDEF message only contains the link as the payload and no other payload.

19. A computing device comprising:

an NFC tag controller;

a communications module;

a processor; and

at least one memory storing instructions which, when executed by the processor, cause the processor to perform the computer-implemented method of any one of claims 1 to 18.

20. The computer-implemented method of claim 1, the computer-implemented method comprising:

receiving at the user device, via an Near Field Communication (NFC) tag reader of the user device, the NFC data exchange format (NDEF) message;

accessing the link on the user device;

accessing on the user device, responsive to the accessing the link, a web resource of the link which activates an electronic wallet payment application on the user device; and

activating the electronic wallet payment application for completing the transaction with the electronic wallet payment server.

21. The computer-implemented method of claim 20, further comprising:

receiving at the user device a confirmation of a successful completion of the transaction;

accessing a second web resource of the link at the user device; and

displaying at the user device, responsive to the accessing the second web resource, an electronic receipt (e-receipt) of the transaction.

22. The computer-implemented method of claim 21, wherein the displaying at the user device includes displaying the receipt through a web page, an application page, or the electronic wallet payment application.

23. The computer-implemented method of claim 20, further comprising:

receiving at the user device, a confirmation of a successful completion of the transaction;

generating at the user device, responsive to the confirmation of the successful completion of the transaction, an electronic receipt (e-receipt) of the transaction based on the transaction information; and

displaying on the user device, the e-receipt.

24. A user device comprising:

an NFC tag reader;

a communications module;

a processor; and

at least one memory which stores instructions which, when executed by the processor, cause the processor to perform the computer-implemented method of any one of claims 20 to 23.

25. The computer-implemented method of claim 5, the computer-implemented method comprising:

generating at the server, the web resource associated with the link which activates the electronic wallet payment application;

providing the web resource through a first access to the link;

generating at the server, the second web resource associated with the link for displaying the e-receipt of the transaction; and

providing the second web resource through a second access to the link.

26. The computer-implemented method of claim 2, wherein the server receives the transaction information from a NFC device or a point-of-sale terminal.

27. The computer-implemented method of claim 4, wherein the receiving of the confirmation of the successful completion of the transaction is from a NFC device or a point-of-sale terminal.

28. The computer-implemented method of claim 2, wherein the server is an electronic receipt server (e-server) that is third party to the electronic wallet payment application and does not communicate with the electronic wallet payment server.

29. A server comprising:

a communications module;

a processor; and

at least one memory which stores instructions which, when executed by the processor, cause the processor to perform the computer-implemented method of claim 25 or 26.

30. A non-transitory computer readable medium storing instructions which, when executed by the processor, cause the processor to perform the computer-implemented method of any one of claims 1 to 18, or claims 19 to 23, or claim 25 or 26.

31. The computer-implemented method of claim 20, wherein the method comprising:

in the case of multiple electronic wallet payment servers, identifying one electronic wallet payment server and sending a message including the transaction information from the user device to the identified electronic wallet payment server.

32. The computer-implemented method of claim 1, wherein the method comprising:

determining whether the transaction is approved or denied based on pre-defined rules.

33. The computer-implemented method of claim 32, wherein one of the pre-defined rules includes:

checking at the electronic wallet payment server whether a transactor of the transaction is of a type that is permitted to approve or deny a transaction.